Advertising Age

With which is incorporated Advertising Agency Magazine, formerly Advertising & Selling

July 10, 1961
Volume 32 • Number 28
25 Cents a Copy • $3 a Year
CHICAGO 11 • Published Weekly at
200 E. Illinois St. • DE 7-5200
NEW YORK 17
630 Third Ave. • YU 6-5050

Second Class Postage Paid at Chicago, Ill. *Copyright, 1961 by Advertising Publications, Inc.*

THE NATIONAL NEWSPAPER OF MARKETING

3M Appoints MacManus for Scotch Tape

BBDO Loses Out as Company Consolidates Division at MacManus

ST. PAUL, MINN., July 7—Minnesota Mining & Mfg. Co. today consolidated advertising for its retail tape and gift wrap division with MacManus, John & Adams.

The major effect of the move is the shifting of Scotch brand tapes from Batten, Barton, Durstine & Osborn to MacManus. It is estimated that MacManus will handle about $2,000,000 in billings for the division.

■ The switch, effective next Jan. 1, does not affect the division's medical products advertising, which will continue to be handled by Erwin Wasey, Ruthrauff & Ryan.

C. C. Moosburgger, who directs advertising for 3M's tape and ribbon products group, said the decision was made "in the interests of more efficient operation and better coordination and continuity."

MacManus presumably will

(Continued on Page 12)

Chrysler Offers Free Cars, Other Prizes in Consumer Contest

DETROIT, July 6—Chrysler Corp. will kick off a nationwide contest for all lines of passenger cars during the coast-to-coast telecast July 11 of the major league All-Star baseball game.

The month-long contest, which will give away more than 10,000 prizes, also will be advertised in magazines. Top prizes will be 12 Chrysler Corp. automobiles.

Chrysler is co-sponsor, with Gillette Safety Razor Co., of the two major league All-Star games. The second game is July 31, and the sales contest ends Aug. 12.

A total of four b&w page ads will run in July and August issues of *Life* and *Look*, two in each of the publications.

■ During the contest period, owners of 1957, 1958 and 1959 automobiles, regardless of make, will be invited to fill out entry blanks available from Chrysler dealers or in print ads. Two separate drawings will be held, one July 29, the second Aug. 12. Six automobiles will be awarded in each drawing, along with tv sets, room air conditioners, radios, cameras and motion picture outfits.

Leo Burnett Co. is Chrysler's agency handling corporate advertising activities. =

CHRYSLER CONTEST—*Chrysler Corp. will promote a new consumer contest with page ads like this one in the July 14 Life and the Aug. 1 Look.*

Fitzgerald Becomes Part of Knox Reeves

North-South Move Brings $2,000,000 in Billings to Knox Reeves

NEW ORLEANS, July 6—Knox Reeves Advertising, Minneapolis, picked up an estimated $2,000,000 in billings this week by absorbing Fitzgerald Advertising Agency.

Fitzgerald lost about $7,000,000 in billings last month, when Hunt Foods & Industries shifted advertising for Wesson, Snowdrift shortening and Blue Plate food products to Young & Rubicam (AA, June 26). The move followed Fitzgerald's decision not to open a West Coast office, after Hunt moved the Wesson marketing staff to Fullerton, Cal.

Fitzgerald also lost some smaller

(Continued on Page 10)

Schlitz, Chesterfield Top Shifts in 1st Half of '61

$8,000,000 Switch by Lever Is Third Biggest, AA Tabulation Shows

(For complete listing of major account changes in 1961, see Pages 68 and 70.)

CHICAGO, July 6—Beer, cigaret and soap accounts led the parade of big advertisers on the move to new agencies in the first half of 1961.

• Stepping out in front with all the zest of a drum-majorette was Jos. Schlitz Brewing Co., which turned to Leo Burnett Co. to pound the drum hard enough to check a declining Schlitz sales curve. The transfer of the $15,000,000 beer account to Burnett from J. Walter Thompson Co. was the largest of this year.

• Second largest was Liggett & Myers' switch of $10,000,000 billings for Chesterfield, Duke and Oasis cigarets to Thompson from McCann-Erickson. For L&M, as for Schlitz, a big factor in the account move was declining sales. In 1960 L&M dollar sales dropped 2.1%; Schlitz barrel sales dropped 3.7%.

• Third largest was Lever Bros.' move of $8,000,000 billings, including nearly $5,000,000 billings for the All product line, which marched out of Needham, Louis & Brorby and into Sullivan, Stauffer, Colwell & Bayles, and another $3,000,000 billings which paraded out of Kenyon & Eckhardt, as Handy Andy cleaner and Spry shortening went to Thompson and Praise toilet soap to Reach, McClinton & Co.

Lever credited the All move to a wish "to consolidate Lever's advertising accounts," but the subsequent $3,000,000 move turned out to be the climax of a growing and mutual disenchantment between Lever and K&E.

■ Adding to the endless variety of reasons why accounts change agencies was the factor behind the $7,000,000 Wesson switch from Fitzgerald Advertising Agency to Young & Rubicam: Geography, plus change of ownership. Young & Rubicam is the agency for Hunt Foods & Industries, which purchased Wesson last year. When Hunt transferred Wesson's marketing staff from New Orleans to its headquarters in Fullerton, Cal., Fitzgerald reluctantly bowed out, after deciding the risk was too great to set up a West Coast office dependent on one account (*for other news of Fitzgerald see story elsewhere on this page*).

Two $6,000,000 accounts switched agencies this year: American Airlines announced a move to Doyle Dane Bernbach from Young & Rubicam (effective Aug. 16) and Mobil Oil Co. went to Ted Bates & Co. from Compton Advertising. =

No Let-Up

The swift pace of account changes in the first half of the year apparently is continuing unabated. The second half had barely started when Texaco announced its $11,500,000 switch to Benton & Bowles *(see story elsewhere on this page)*. =

After 26 Years with C&W . . .

$11,500,000 Texaco Account Moves to B&B

Stress on Candidates' Radio-TV Units May Tell More Broadcast Activity

NEW YORK, July 5—Oil is a slippery business for advertising agencies. Benton & Bowles, for example, once resigned Continental Oil in order to solicit Shell Oil—and fell flat on its face. Later it went after Mobil Oil—and slipped again. This week, however, it was a different story: B&B was named to handle the $11,500,000 Texaco account, beginning Oct. 1.

The move was a blow to Cunningham & Walsh, which has been working on Texaco for 26 years. The loss followed the departure of the $1,500,000 Smith-Corona Marchant business, the $1,000,000 Crown Zellerbach account and the $500,000 Italian Line business.

■ One source said the string of losses represented 25% of C&W's business. Another guessed that Texaco might account for about a third of C&W's profit. ADVERTISING AGE estimated the agency's 1960 billings at $54,500,000.

According to all reports, no presentations were made by agencies on the Texaco trail. In addition to Benton & Bowles, these included J. Walter Thompson Co. and Compton Advertising. Agencies were visited "four or five times" by John H. Childs, general manager of advertising and sales promotion for Texaco, and John W. Green, vp in charge of domestic sales.

■ "It was the most thorough, searching analysis of an agency I've ever seen," said one awed agency man. One department at a time sat in and explained its functions and showed its accomplishments. Nothing resembling a future idea was given, but the

(Continued on Page 105)

Texaco Switch Reflects Shifts in Gas Marketing

Oil Marketer's National Coverage Challenged by Standard Units' Expansion

NEW YORK, July 5—Advertising agencies have swapped some $48,500,000 in oil account billings in the last 18 months, a figure that includes the move of the $11,500,000 Texaco business from Cunningham & Walsh to Benton & Bowles. Involved in the changes have been 13 advertisers and 20 agencies.

More than agency-client dissatisfactions seems to underlie the changeovers. The real answer appears to stem from the volitility of

(Continued on Page 105)

Last Minute News Flashes

Kiekhaefer Names Gardner for $2,000,000 Account

FOND DU LAC, WIS., July 7—Kiekhaefer Corp., manufacturer of Mercury outboard motors, has named Gardner Advertising, St. Louis, to handle its account, which billed an estimated $2,000,000 last year. Baker, Johnson & Dickinson, Milwaukee, resigned Kiekhaefer five months ago (AA, Feb. 6).

Wine Advisory Board Names Young & Rubicam

SAN FRANCISCO, July 7—The Wine Advisory Board has named Young & Rubicam to handle its advertising, succeeding Beaumont-Hohman & Durstine. More than two dozen agencies sought the account, which spends about $250,000 on advertising.

Ekco Names Weiss to Handle Housewares Division

CHICAGO, July 7—Ekco Products Co. has appointed Edward H. Weiss & Co. to handle its housewares division, which bills about $350,000. Ekco split with Doyle Dane Bernbach Inc. last month (AA, June 19).

Shell Branches Out in Spot Radio Drive

NEW YORK, July 7—Shell Oil Co.'s single-medium modus operandi is beginning to fan out. Starting July 12, the company will turn to spot radio with nine to 15-week "flights" of commercials, similar to those used in its newspaper advertising. Schedules of one-minute spots will run on stations in southeastern markets, where Shell is attempting to step up bulk gasoline sales to the rural market. Shell's farm chemicals division began four-week radio schedules in the South July 3. Ogilvy, Benson & Mather is the agency.

(Additional News Flashes on Page 105)

Magazine Pages, Revenues Off in 1st Half of '61: PIB

14 of 83 Magazines Show Page Gains; 25 Have Revenue Increases

NEW YORK, July 5—The first half of 1961 was disappointing for the magazine business. Dollar revenues were down 4%, and pages were off by 11%.

Only 14 magazines—of 83 measured—enjoyed any kind of gain in advertising pages; 25 magazines reported revenue increases. The big page gainers were *The Reporter, TV Guide, Argosy, Cosmopolitan, Harper's, Playboy, Reader's Digest, Redbook, Together, True, McCall's, Modern Bride, Harper's Bazaar,* and *Mademoiselle.*

■ Biggest page losers—aside from books in Dell, Fawcett and Macfadden groups—included *The Saturday Evening Post, Better Homes & Gardens, Living for Young Homemakers, Coronet, Business Week, Fortune, U.S. News & World Report, Vogue, Nation's Business, Time, National Geographic* and *Ladies' Home Journal.*

The Publishers Information Bureau figures, released by the Mag-

(Continued on Page 113)

Ads Are 50% of Income; 89% of Ads for Drugs . . .

AMA Too Dependent on Drug Ads to Help Rule Drug Field, Senators Told

Medical Men Defend Shifts in Control over 'AMA Journal' Ads

WASHINGTON, July 6—Senate investigators gave the American Medical Assn. a rough time this week, charging the AMA with watering down the advertising restrictions of its dozen publications to attract new business.

The Senate probers were on the scene to determine the need for a drug bill introduced in April by Sen. Estes Kefauver (D., Tenn.), which, among other things, would give the Food & Drug Administration authority to decide if a drug is effective before allowing it on the market.

After debating the question of who is better qualified to decide whether a drug works or not—AMA or FDA—the Senate antitrust and monopoly subcommittee proceeded to question AMA's qualifications as a "free agent" in the job of checking up on drug companies.

■ The subcommittee noted that since 1955 AMA has (1) abandoned its seal of acceptance for ads run in the *Journal of the American Medical Assn.*; (2) taken control over *Journal* advertising out of the hands of its council on drugs and placed it in the hands of an advertising committee; and (3) discontinued the practice of allowing only the inventor of a new drug to use a brand name in *Journal* ads.

All this was done to bolster advertising revenue, the subcommittee claimed, producing a market research study prepared for AMA to document its charges. The survey, prepared for the association in 1953 by Ben Gaffin & Associates, Chicago, showed that many drug advertisers and their agencies were critical of AMA's seals of acceptance program.

■ AMA, replying to the charges, denied that it had sugar coated its advertising restrictions and asserted that they were stronger than ever. In fact, AMA said, it has decided to eliminate gradually from the *Journal* all ads on certain mixtures.

The association explained that the reason it put jurisdiction of advertising in the hands of an advertising committee was to give the council on drugs the broader responsibility of educating and informing its members. As for its seal of acceptance program, AMA felt it was "unfair" and "restric-

(Continued on Page 12)

Gov. Meyner Hits WNTA-TV Sale to Citizens Group

WASHINGTON, July 6—The proposed sale of WNTA-TV, Newark-New York, to a New York educational group (AA, July 3) may be held up by the protest of New Jersey's Gov. Robert B. Meyner filed today with the FCC. He threatened to take the issue to court if the commission approved National Telefilm Associates' $6,200,000 sale to the citizens group. If Channel 13 is assigned to a New York group, New Jersey will be the only one of the 50 states without a vhf tv station, he said. In the past the various owners of this station, which shares an Empire State transmitter site with the six New York stations, have programmed for the entire New York-New Jersey-Connecticut metropolitan area.

■ Gov. Meyner also questioned the role of the other New York stations in the sale to the group, which is called Educational Television for the Metropolitan Area Inc. He said their $2,000,000 contribution toward the purchase of WNTA-TV was the "price these stations are willing to pay to be relieved of their lawful responsibility to promote culture and public service programming." #

Glenn Adds Mexican Brewer, Opens Two Offices in Mexico

DALLAS, July 5—Glenn Advertising, Dallas, announced last week the opening of offices for its new Mexican subsidiary, Glenn Advertising de Mexico, in Monterrey and Mexico City.

The offices are being opened to serve Cerveceria Cuauhtemoc, brewers of Carta Blanca, Bohemia, Don Quixote, Tacate, Indio and Monterrey beer, which the agency recently acquired.

At present Glenn is being retained on a straight consultant fee basis until the new ad program is approved. Kenyon & Eckhardt de Mexico, which handles the $1,700,000 account, will not be released until the new program is set.

Target date for approval of plans is Oct. 1, with the new program scheduled to start Jan. 1, 1962, according to Ward Wilcox, Glenn board chairman.

■ The giant Cuauhtemoc brewing company now operates breweries in Monterrey, Mexico City, Tijuana, Culiacan, Hermosillo, Veracruz and Guadalajara, and is just completing another plant in Tegucigalpa, Honduras.

Lawrence Murtz, formerly division manager for Sterling Drug in Mexico, has been named to manage the Glenn office in Monterrey, which opened on June 10. Present plans call for opening in Mexico City by Sept. 1. #

CORN GUIDE—*Pfister Associated Growers, Aurora, Ill., is running this eight-page insert to introduce its new hybrid seed corn. Part of each ad will highlight a variety for the area served by each publication. Initial ad is in the July 15 Wisconsin Agriculturist. Aubrey, Finlay, Marley & Hodgson, Chicago, is the agency.*

Geyer, Morey Does It: Invents Instant Money for Media

NEW YORK, July 7—Media won't have to hang around waiting to get paid on the 10th, 15th, or 20th any more—under an "instant cash" plan used by Geyer, Morey, Madden & Ballard.

The agency has devised a way for media to "pay themselves" and get their money as much as 14 days ahead of schedule. Here's how the plan, based on a sight draft arrangement, works:

1. Geyer, Morey provides media with sight draft envelopes for each client's account. Each draft has a preprinted client name, code number and media name.

2. At the end of every month, instead of mailing invoices to Geyer, Morey, media simply compute the *net* amounts due. Then they put each net figure on the correct envelope, sign their names, and insert the proper invoices in the right envelopes.

3. Media take the envelopes to their own banks, deposit them just like checks, and mark the accounts "paid in full."

4. Geyer, Morey's bank then receives the sight drafts and invoices, and these wind up being audited by the agency in the usual way.

■ According to Sam M. Ballard, agency president, the system is a real time-saver. It ends "peaks" and "loads" of meeting due dates, cuts the risk of losing cash discounts and chops checkwriting and processing chores 'way down.

Geyer, Morey tried it out for four years on radio spot billings for one of its clients, Sinclair Oil. In all, 600 stations were involved, and the agency said the plan "worked just great." Now, it's offering the same deal to more radio stations plus some tv and newspapers.

■ There are some stipulations: Media in Minnesota and states West are asked to deposit their sight drafts not before the 6th of each month; those in eastern areas must wait until the 8th. This way all envelopes arrive in New York around the 10th.

A newspaper in California, for example, which normally might get paid on the 20th, gets its money on the 6th. Geyer, Morey estimates that 10% of U.S. dailies have 10th due-dates; 60-70% the 15th; and 20-30% the 20th of the month.

It expects its ready-money plan to run flawlessly 95% of the time. "It's the other 5% we'll concentrate on," said George Arnold, assistant treasurer, who designed the automatic payout around foreign bill-of-lading principles.

■ "The biggest problem we anticipate is that a few media will forget and write down gross amounts, as usual, instead of nets. But we're going to warn them. If errors are made, we'll make adjustments—but it's our experience that these are minor."

As far as Geyer, Morey's own income is concerned, it gives clients "on-line" estimates on the 20th, asks for payments in time to meet media due-dates, then issues a detailed breakdown—with adjustments, if needed—on the 25th of the month following. Geyer, Morey doesn't advise an agency to adopt the instant-cash theme "unless it has plenty of money in the bank."

What's to prevent a Hitchcock-type character from grabbing a Geyer, Morey envelope, forging an exorbitant sum, then sailing off to Monaco with agency cash? "Simple," explained Mr. Arnold. "There's a maximum cashable figure on each envelope that varies with the account."

Mr. Arnold said that "media run ads before they ask to get paid. We thought that since they extend credit to us, we might give them the same privilege." #

Liebmann Names Needham, Louis for New Wares

Campbell, Emery and Foote, Cone Portions of Account Unaffected

NEW YORK, July 5—Liebmann Breweries has named Needham, Louis & Brorby to handle advertising for several products still in the development stage.

The appointment brings Liebmann's roster of agencies to three. Last May, Liebmann named Campbell, Emery, Haughey & Lutkins, Boston, to handle a $500,000 slice of its beer business in New England. Foote, Cone & Belding handles the rest of the account.

Peter Fitzpatrick, manager of new products and advertising in wholesale areas, said the appointment of Needham, Louis did not deprive Foote, Cone of any business. He added that while Liebmann could not, for obvious reasons, reveal the nature of its new products, they do not include instant beer ("We have explored that").

He added that not all the products being developed are in the beverage field. #

Schroeder, McClain Named VPs by Post & Morr

Mrs. Mary Agnes Schroeder, creative director, and Mrs. June McClain, account executive, have been promoted to vps by Post & Morr, Chicago.

Mary A. Schroeder June McClain

Mrs. Schroeder, who joined the agency Jan. 1, formerly was with Tatham-Laird. Mrs. McClain was general manager of Sales King Co. before joining Gordon Best Co., Post & Morr's predecessor, in 1955.

NBC Shifts Herbuveaux, Hobbs

Jules Herbuveaux, an executive of National Broadcasting Co. since 1927, has been named to the staff of David C. Adams, NBC senior exec vp, and will be assigned to special projects, effective July 31. Mr. Herbuveaux formerly was vp, central division sales, NBC Radio Network. Harry E. Hobbs Jr., formerly eastern sales manager of NBC Radio, has been named to succeed Mr. Herbuveaux as central division sales vp.

King Retires from Foote, Cone

Joseph W. King has retired as treasurer and assistant secretary of Foote, Cone & Belding, Chicago. Mr. King has been with Foote, Cone since its inception in 1942 and prior to that was with the agency's predecessor, Lord & Thomas.

Highlights of This Week's Issue

Monopolies Commission recommends that Britain's Imperial Tobacco Co. should sell the controlling interest it holds in Gallaher Ltd., its closest competitor ..... **Page 8**

Brylcreem schedules a heavy television, newspaper and point of sale campaign in September to promote a Brylcreem long-play record tie-in ..... **Page 10**

Big Four mail order companies' 1961 fall-winter catalogs feature lower prices and a variety of new services ..... **Page 12**

Lever Bros. lawyers contend that almost any toothpaste can remove smoke stains from teeth or from enamel, in an effort to show that Pepsodent's ability to scrub away smoke stains makes for unrigged tv commercials ..... **Page 22**

B. Houde & Grothe Ltd. introduces a new king filter cigaret, Peter Jackson ..... **Page 23**

Seattle Advertising Club establishes a 12-point program designed to enforce truth and taste in advertising **Page 30**

O. S. Tyson & Co. offers industrial advertisers a results-guaranteed-or-your-money-back advertising plan ..... **Page 32**

RCA Victor plans one of its most extensive advertising and promotional efforts in recent years for its 1961 line of home instruments, with major emphasis on its color-tv receivers **Page 34**

Rep. Francis E. Walter (D., Pa.) charges that the New York Times and the Washington Post helped spread "an unconscionable whitewash of the Communist Party" by running an ad paid for by the Communist Party, U.S.A. ..... **Page 38**

Look study reveals that higher income families don't necessarily buy the most expensive household appliances **Page 40**

U.S. court of appeals rules against Scott Publishing Co. in its $7,000,000 antitrust case brought against Columbia Basin News and the International Typographical Union ..... **Page 51**

Greater Knoxville Advertising Club approves a resolution blasting the Knoxville News-Sentinel for the daily's attacks on outdoor advertising ..... **Page 54**

Audit Bureau of Circulations study reveals daily newspaper circulation in the U.S. and Canada reached an average of 64,397,118 copies per issue during the six-month period ending March 31 ..... **Page 56**

Foundation for Research in Human Behavior study shows the investment of consumers in durable goods has increased only 1% annually over the past five years, as compared with annual increases of 8% for the same goods during the period of 1946 through 1955 ..... **Page 58**

St. Regis Paper Co. plans a $750,000 advertising campaign for its Nifty school supplies ..... **Page 66**

Gavin-Jobson 1961 Liquor Handbook shows distilled spirits sales in 1960 registered a 4.1% gain over 1959 volume, totaling 234,700,000 wine gallons or 89,900,000 cases ..... **Page 76**

Sylvester L. (Pat) Weaver Jr., chairman of the board of McCann-Erickson (International), says it's the networks, not advertisers, who are responsible for the decline in tv programming ..... **Page 78**

Associated Sales Analysts survey reveals 42.6% of replying agencies use some type of electronic data processing equipment ..... **Page 107**

FIGURES TO FILE

Nielsen Network TV ..... Page 48
Major Advertising Account Changes, First Half, 1961 Page 68
Leading Food Company Advertisers ..... Page 80
Top 20 Food Advertisers in Network & Spot TV for First Quarter, 1961 and 1960 ..... Page 80
Network Radio's Top Advertisers ..... Page 112
Magazine Ad Revenue & Pages, First Half, 1961 ..... Page 113

REGULAR FEATURES

Advertisers' Index 112
Advertising Market Place 110
Along the Media Path 50
Coming Conventions 104
Creative Man's Corner 96
Editorials 18
Getting Personal 26
Information for Advertisers 46
Learning from Retail Ads 94
Merchandising Ideas 52
Obituaries 80, 109
On the Merchandising Front 96
Photographic Review 72
Production Tips 94
Rough Proofs 18
Tyler Picks Ten 98
Voice of the Advertiser 102
What They're Saying 18

Commander Turns Philip Morris Sales Curve Up After Decade-Long Slide

NEW YORK, July 5—For the first time in ten years, sales of Philip Morris Inc.'s declining name brand—Philip Morris cigarets—are on the upward curve, and credit for the change goes to the new Philip Morris Commander.

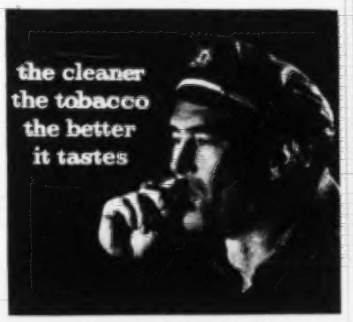
Commander, the king-size version of the Philip Morris regular, was shoved into the breach last September. It got a multi-million-dollar advertising blast-off in every major medium except outdoor. Now, ten months later, it's being accorded practically every advertising refinement given an established brand.

■ Here's how ad plans shape up for the rest of 1961: The expanded media plan calls for spreads in *Life* and *Look*, as well as back covers in *Ebony, Esquire, Sports Illustrated, The New Yorker, Time, TV Guide* and *U.S. News & World Report*. The tv lineup includes "Rawhide," "Douglas Edwards & the News," and "Dobie Gillis." Spot tv is scheduled in the top 22 markets. The coverage by way of CBS and ABC alone involves network commercials and spot radio in the top 16 markets.

■ Basically, the sell remains the same as at the start. Commander's very first newspaper ad set the theme with a bulletin-style "Important notice to dubious readers." Copy focused on the process of manufacture, which Philip Morris said was "unique in consumer cigaret advertising."

But missing from the scene nowadays is the little "commander," who served a brief purpose, and then was tossed overboard. The little man figured in some sprightly commercials as a "nautical, entertaining, memorable and pleasant fellow," and as a gimmick to balance the process-of-manu

(Continued on Page 64)



SMELL OF THE SEA—*This is a still from Commander's current tv commercials depicting some he-man moments in a sailing man's life.*

CLEANLINESS—*This color page ran in Sports Illustrated June 19, and U.S. News & World Report July 10. It's scheduled also for Time July 28 and The New Yorker August 12.*

FLUFFY RICE—*The Rice Council for Market Development will aim 75% of its ad budget at middle and upper middle income groups in 1961-'62 with ads featuring rice dishes in Good Housekeeping and Ladies' Home Journal. J. Walter Thompson is the agency.*

Signal Mfg. Adds Lewyt; Account Shifts to Silton

Lewyt Becomes Signal Consultant; Dorff Leaves New Division of Signal

NEW YORK, July 6—Lewyt Corp., vacuum cleaner manufacturer, has been sold to Signal Mfg. Co., Salem, Mass. As a result, the Lewyt account will move out of Geyer, Morey, Madden & Ballard to Signal's present agency, Silton Bros., Callaway Inc., Boston.

The entire Lewyt staff of more than 50 people has been cut, and the company will be operated by Signal personnel as a division. The Lewyt line will be manufactured in Salem, and all marketing will be handled by Albert S. Bross, vp, marketing, Shetland Co. The Shetland division is the marketing arm of Signal Mfg. Co.

Lewyt was acquired to round out Signal's own line of floor and rug care products. The company's Shetland floor polishers currently represent about half the 1,000,000-unit sales volume in the industry. Last year the company brought out an electric broom-type polisher, and the Lewyt acquisition now brings a heavy polisher into the lineup.

■ Mr. Bross said that the Lewyt acquisition was "the natural way for us to get a full-size vacuum cleaner" into the company's product list. He added that Alex Lewyt, former president of Lewyt Corp., would be active in a consulting capacity and would devote much of his time to developing foreign business for Signal.

Mr. Bross said it was too early to say whether any Lewyt people would be hired.

ADVERTISING AGE learned that Henry Dorff, former vp in charge of merchandising at Lewyt, declined to make the move to Salem. Mr. Dorff will announce his plans after a vacation.

■ Lewyt was resigned late last year by Hicks & Greist when the agency reported billings for 1960 had dropped to about $100,000. At the same time, Hicks took on Regina Corp., also in the floor polisher business and billing about four times as much.

Lewyt had a poor year in 1960, and a source put its low ad budget down to the need to retool for 1961. This year Lewyt revamped its organization, moving Mr. Dorff from vp of sales and marketing to vp of merchandising, and bringing in James M. Farrell, formerly sales manager of York Corp., as national sales vp. At the same time, Lewyt kicked off some hefty advertising for a new vacuum cleaner, complete with cord rewind and wheels.

■ Mr. Dorff, who declined to comment on the sale, said he was proud of Lewyt's recent performance. "Sales during the past year have been about 34% ahead of the preceding year. As for advertising, in May we ran about $75,000 worth of space in magazines such as *Ladies' Home Journal, Life, McCall's* and *The Saturday Evening Post*.

"In the first six months this year we ran more national advertising than the next three competitors together. On the local level, we have been at least five to eight times bigger than in the preceding two years.

■ "In the first six months of 1961, Lewyt committed about $100,000 of its own money for cooperative advertising, of which we ran about $400,000 to $500,000."

It was understood that Signal's ad budget runs to more than $1,000,000, of which about half is in cooperative advertising. The company uses most media; last fall it spent about $250,000 in tv. #

Campbell Soup Appoints Enloe for Health Push

New Campaign Will Promote Products in Medical, Health Media

CAMDEN, July 6—Campbell Soup Co. has appointed Cortez F. Enloe Inc., New York, to handle a campaign in specialized media directed to the medical and allied health professions. A Campbell spokesman said the campaign would be in the form of ads in journals read by these professions, stressing the nutritional values of Campbell products, a new tack for this advertiser.

Other agencies handling portions of the Campbell account are not affected. They are Batten, Barton, Durstine & Osborn; Leo Burnett Co.; Needham, Louis & Brorby; and Robert Otto & Co., which has export advertising. #

Newspapers Appoint Three

Associated Desert Newspapers has appointed Norman Hampton, formerly with the *Sacramento Bee* and *Compton Herald-American*, manager of the *Pass Observer*, Banning, Cal., and Charles Cook, formerly advertising manager of the *Daily News*, Indio, Cal., has been named manager of the *Palm Springs Star*. At the same time Peter Palumbo, formerly of the Chicago staff of the *New York Daily News*, has been named advertising manager of the *Indio Daily News*

Herb Fisher Named to Top Ad Post at Lincoln-Mercury

DETROIT, July 6—Lincoln-Mercury division of Ford Motor Co. completed the realignment of its advertising operations today with the appointment of Herbert Fisher as advertising and sales promotion manager. Mr. Fisher, formerly marketing research manager for the division, replaces Robert J. Fisher, who recently became director of the advertising and sales promotion office of the company's marketing staff (AA, May 1).

Herb Fisher

■ Herbert Fisher joined Ford in June, 1959. Previously he had been director of consumer research for Chrysler Corp.; associate director of market research for J. Walter Thompson Co. in New York; and was with Leo Burnett Co. in Chicago.

In his new job he will direct all advertising, sales promotion and display and exhibit activities for Lincoln-Mercury.

■ The division announced last month the appointment of Bruce E. Miller as advertising manager and M. J. Rowlands as sales promotion manager (AA, June 19). Both will report to Mr. Fisher, who in turn reports to Chase Morsey Jr., Lincoln-Mercury division general manager. #

Ad Tax Hit . . .

Ad Volume in Common Market Grows; Still Lags

Per Capita Spending in Germany Is $16.30; in U.S. It's $62.60

ESSEN, July 5—While the European Common Market has been rolling along at a fairly brisk economic pace, it is still far from the advertising powerhouse once envisioned by some.

A report issued here by West Germany's Central Assn. of the Advertising Industry noted that advertising expenditures in the six Common Market countries amounted to some $1.5 billion last year.

■ The association compared this expenditure with the $11.5 billion spent on advertising in the U.S. and concluded that the Common

(Continued on Page 114)

TIMELY AD—*Braniff International Airways, Dallas, will launch a new campaign July 10 promoting its reputation for being on time in 50 newspapers followed by magazine insertions in August. Cunningham & Walsh, New York, is the agency.*

FTC Revises Procedures to Speed Its Work

Recourse to Consent Is Limited; 'Meritless' Cases Needn't Be Heard

WASHINGTON, July 5—The Federal Trade Commission announced another batch of new rule changes today, aimed at cutting down delay on the part of respondents and its own staff.

The "extensive" and "far reaching" new rules, which go into effect July 21, follow FTC's lineup change, which divided the commission into two main divisions—a deceptive practices bureau and a restraint of trade bureau—each controlling its own cases (AA, June 26).

"We have good reason to hope that our revised rules will help the commission to shake itself loose from a lifelong incapacity to act soon enough," FTC Chairman Paul Rand Dixon said.

"By requiring litigants to present the issues of a case to the commission in the fastest reasonable time, we may be able to bring relief to victims of illegal actions while they are still in business," he said.

■ The rules, it is hoped, will eliminate stalling tactics on the part of companies, without sacrificing a fair trial. They also are intended to lessen overly deliberate prosecution and hearing of cases by FTC's staff.

Specifically, the commission will give companies a chance to settle a case by consent order prior to the issuance of a complaint. If a company doesn't settle within a 30-day time limit, formal charges will be filed, and the challenged company won't be able to avail itself of a consent settlement from then on.

FTC's new rules eliminate automatic review by the five-man commission of all initial decisions turned in by the commission's 15-man staff of hearing examiners. This rule was instituted to prevent "meritless review" of cases; a challenged company must satisfy the commission that substantial matters are involved before FTC will hear the case.

The rules provide, however, that no petition for review will be denied if two members of the five-man commission think it should be granted.

■ Another new rule provides that cases "shall proceed with all reasonable expedition." To implement this proviso, all hearings will be held at one city and continue until they're finished.

The way things work now, cases are shifted from city to city and are postponed for months, before hearing examiners can find time to resume them. At the Pepsodent hearings last week, for example, Hearing Examiner Harry R. Hinkes couldn't find any time to hear the case again until October.

When he asked an FTC lawyer, Fred MacManus, if this date was agreeable to him, Mr. MacManus replied, "Sure, if I haven't retired by then."

FTC hearing examiners are given the authority to require lawyers on both sides of the legal fence to disclose the names of witnesses or furnish for inspection or copying any documents which will become involved in the case. Any lawyer who doesn't cooperate or who engages in dilatory tactics can be prevented from arguing any cases before FTC. #

Ad Advisory Unit to Issue Booklet on Self Policing

Group Also Asks Hodges to Act on U. S. Magazines, Defense Contractor Ads

WASHINGTON, July 5—The advertising advisory committee of the U.S. Department of Commerce made plans last week to round up all available information on advertising's efforts to police itself.

The information will be published in a booklet for use as a basic reference work and will include self regulation codes of advertisers, agencies and media.

In a preliminary report, the subcommittee working on the project said that the purposes of the booklet will be to help business make more effective use of advertising; to create better understanding of self regulatory procedures; and to provide business men with a guideline for self regulation of advertising.

■ The committee, which acts in an advisory capacity to Secretary of Commerce Luther H. Hodges, also asked Mr. Hodges to look into provisions of a bill which would give the Commerce Department authority to create overseas magazines carrying advertising. Last week the Magazine Publishers Assn. told the Senate commerce committee that government-sponsored publications which take ads would represent "unnecessary encroachment of a public agency on a private domain" (AA, July 3).

● The committee also asked Secretary Hodges to review an amendment to the defense appropriations bill, which passed the House last week, that would restrict advertising by defense contractors.

■ In another Commerce Department development, five more states have signed agreements with the department to control outdoor advertising along interstate highways. The five—Connecticut, Delaware, Hawaii, Pennsylvania and Washington—make a total of 14 states which have qualified for the federal bonus of 0.5% toward highway costs. #

Stephenson Names Tims; Adds Quaker Oats Unit, Roegelein

Patrick C. Tims, former account executive of Tatham-Laird Advertising, Chicago, has joined the account group of Clay Stephenson Associates, Houston.

Stephenson has been named to handle advertising for the Wolf brand products division of Quaker Oats Co., Chicago, and Roegelein meats.

6TH TIME AROUND—*This spread is part of an 11-page "Campus Bound ad in the August Seventeen, backed by 35 Frederick Atkins stores and 11 fashion manufacturers. Featured are Cuddlecoat coats, Devonbrook suits, Doris Fein dresses, Evelyn Pearson robes, Hollywood Vassarette bras and girdles, Jolee rainwear, Juniorite sportswear, Kelita sportswear, Petti sportswear, Schrank pajamas and Sue Brett daytime dresses. This is the sixth annual Atkins promotion. C. J. Herrick Associates is the agency.*

Floating Furniture Puts Royal Metal Ads in Outer Space

NEW YORK, July 6—Royal Metal Mfg. Co., will join the space-age ranks this fall with a series of four-color pages with the theme, "Master time and space with Royal."

Don Blanchard, advertising manager, said the ads would show Royal's products, such as desks, seating and files, floating in mid-air. Aim of the series will be to tie in the current interest in outer space with Royal's products for "inner" space.

■ First of the ads is scheduled for the Aug. 28 *U.S. News & World Report*, another for a September issue of *Business Week*, and two more in *Fortune* in October and November.

All ads will carry the line, "See your Yellow Pages for your Royal dealer."

Chirurg & Cairns is the agency. #

Gourfain-Loeff Adds Fotorite, Lucky Heart Accounts

Fotorite, Chicago, manufacturer of a new 15-second Fotorite print processor, has appointed Gourfain-Loeff, Chicago, its first agency. A four-color gatefold insert will run in the August *Photo Methods for Industry*, followed by b&w spreads in other trade publications. Gourfain-Loeff also has been named to handle advertising for Lucky Heart Cosmetics, Memphis.

A ONE-IN-A-MILLION TEST MARKET
ONE NEWSPAPER AND A MILLION AND MORE PROSPECTS

You can now cover one of the nation's top three test markets (and the Number *One* test market in New England!) thoroughly and *economically* with The Providence Journal-Bulletin.

And you'll like what The Providence Journal-Bulletin delivers. This one medium is the strongest selling force *throughout* New England's second largest market . . . a million-plus interstate population center where buying power is BIG . . . bigger than ever, as Sales Management shows.

In ABC Providence alone, The Journal-Bulletin gives you 100%-plus coverage of over 500,000. In the CITY-STATE area, you get more than 80% coverage.

Isolated from other major markets . . . representative and well-balanced between urban and suburban . . . cosmopolitan in composition . . . the bustling Providence market offers you the ideal testing grounds for new products, new packaging, or sales promotion ideas.

SPOT COLOR NOW AVAILABLE
Write for rates and details

Boston office: 479 Statler Bldg., Boston 16
Represented elsewhere by Ward-Griffith Co., Inc.

PROVIDENCE
JOURNAL—BULLETIN

In the Top 20 in Total Retail Sales

Stimulate Drug Sales in Thriving Greensboro

Over one fifth of the nation's top metropolitan markets are in the NEW South. When advertising to this important 11-state market be sure Greensboro is on your schedule. In Retail Drug Sales, for example, Greensboro is close behind Baton Rouge, Chattanooga, and Knoxville—with a tremendous gain of 72% in five years. A vital sales factor is the Greensboro News & Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation; over 400,000 readers.

Write on company letterhead for "*1961 Major U. S. Markets Analysis*" Brochure of all 300 Metropolitan Markets.

Greensboro—In the Top 20 Retail Markets of the South and in the Top 100 of the Nation

Greensboro News and Record
GREENSBORO, NORTH CAROLINA
Represented Nationally by Jann & Kelley, Inc.

Is your advertising "getting through"?

Here's how Food advertising gets through in This Week Magazine

† Starch readership figures show your Food advertising is seen by more than twice as many people in THIS WEEK Magazine!

	% Readers Noting		No. Readers Noting	Total
LIFE	MEN	23	1,344,000	4,328,000
	WOMEN	47	2,984,000	
This Week MAGAZINE	MEN	25	2,503,000	9,152,000
	WOMEN	53	6,649,000	

†Published Starch readership figures—these figures represent the averages for all 4-color page food advertising in all 1960 issues of This Week and Life magazine.

Your advertising will be read by more people in This Week than in any other magazine

CIRCULATION **13,901,712**

This Week MAGAZINE

Cut Prices in Longer Station Breaks to 'Safeguard Efficiency' of Spot, Zeltner Urges

NEW YORK, July 6—Lennen & Newell has faith in the future effectiveness of spot television, provided the longer nighttime breaks are properly scheduled and priced. Properly priced, to L&N, means about 10% less than current prices for sold-out 40-second intermissions.

This is the gist of what Herbert Zeltner, vp and media director of L&N, has told station representatives in a letter. L&N, one of the ten top agencies in spot placement, puts 25% of its billings into the medium, a total of about $20,000,000. The agency bills $25,000,000 to $30,000,000 in network tv.

The tone of Mr. Zeltner's letter —less gloomy than other agency comments—should reassure representatives and their stations. He said Lennen & Newell has recommended the continued use of spot tv to its clients.

■ Specifics on pricing will make spot tv salesmen less happy. This is how Mr. Zeltner built his case for price adjustment:

"We think that any attempt to maintain the price of a given length spot commercial as the break expands from 30 to 40 seconds is an untenable pricing practice. Our reason for this contention is that under the present 30-second break structure, a 20-second announcement maintains obvious dominance of that break, both from the standpoint of elapsed time and from the standpoint of assumed viewer reaction.

"Under the revised 40-second setup, this same 20-second announcement now becomes simply one-half of an enlarged break. We maintain that even with identical audience level the value is somewhat depressed and recognition of this fact should be granted to advertisers and their agencies."

Mr. Zeltner said pricing 30s at 150% of 20s, and 40s at 200% of 20s would put spot at a competitive disadvantage with network tv. Spot will be harder to sell to advertisers if the big cost-per-thousand advantage over network is lost, he continued.

■ The L&N executive suggested a 10% over-all reduction from current 20-second prices "to safeguard the efficiency" of the spot buy. If the full 40-second break period is sold, a station still would have a 20% increase in revenue, despite the 10% reduction. If only part of the 40 seconds is sold, present prices should prevail, he said.

He also called for "the establishment of some sensible and reasonably uniform plan throughout the country to assure non-preemptable locations for a volume of ID announcements."

Mr. Zeltner told ADVERTISING AGE that Lennen & Newell had not yet recommended the use of 30s and 40s to any clients because, at present price estimates, they are "too expensive." Fall spot schedules are being planned in terms of prime time 20s.

ZELTNER HAS COPIOUS ADVICE FOR RADIO MEN

NEW YORK, July 5—Radio was chided here last week for its tendency toward "over-commercialization, rate dealing and complicated rate structures" by Herbert Zeltner, vp and media director of Lennen & Newell.

Addressing a CBS Radio Spot Sales seminar, Mr. Zeltner warned station representative personnel that much of radio today has gone too far in the direction of background sound that impairs selling effectiveness. The agency executive suggested the following:

- "Remove radio from the 'bargain basement,' so that it can be considered one of the basic legs of an agency media plan.
- "Develop firm standards of commercial scheduling.
- "Guarantee effective airing of commercials.
- "Cut the number and the 'noise' of station promo spots.
- "Engage in broad scale research on commercial effectiveness. This should probably be a joint effort by the radio industry.
- "Concentrate on designing simplified, standardized rate cards with equal rates for all. No dealing.
- "Eliminate local-national rate differences.
- "Return to the basics of solidly conceived research, with emphasis on audience characteristics, frequency distribution and evaluations of dispersion vs. concentration.
- "Engage in good, sound, objective education of buyers in the new techniques of spot radio usage.
- "Improve the level of promotion and trade advertising. It should be upgraded so that it is not beneath the level of agency personnel.
- "Standards of commercial acceptance by stations should be raised.
- "There should be mechanical assurances of competitive separation on station schedules.
- "Competitive information on all accounts using radio should be readily available to agencies, perhaps through some sort of clearing house." #

EYE-FUL—*Monocle Inc. rewrites a Dorothy Parker adage for its ad theme this fall. Color pages like this one will run in Mademoiselle, New York Times Magazine and Seventeen, starting in August. Gilbert Advertising, New York, is the agency.*

O'Rourke Forms Real Estate Division; Adds Three Accounts

John O'Rourke Advertising, San Francisco, has formed a new department to specialize in real estate, financial and insurance advertising, under the director of Pen Johnson. The agency also has added three new accounts. They are Sterling Finance Co. and Heritage Enterprises, both in San Francisco; and Western Regional Beef Council, for an institutional promotion program for the western beef industry.

Lion Oil Appoints Wharton

Lion Oil Co., El Dorado, Ark., a division of Monsanto Chemical Co., has appointed Wayne R. Wharton advertising and sales promotion manager. Mr. Wharton joined the company in 1953 as editorial assistant in the advertising department and has been editor of "Lion Oil News" and copy supervisor for advertising and publications.

Ladies' Day. Admission: 35¢

It's a gala day for the ladies when the Journal hits the stands. This month we expect to draw record millions of highly partisan fans. / Our July lineup is all star: Clark Gable, in Part I of a Journal exclusive on his life; Queen Elizabeth and her children, second in our series on the royal household; Janet Leigh, Jack Lemmon and Natalie Wood, in their own personal guides to weight watching; Audrey Hepburn, Dolores Hart and Eva Marie Saint, in an enchanting parade of summer fashions. / The theory behind this month's Journal roster is elementary: To pitch to a lady successfully, you've got to have good stuff consistently. / For advertisers, our delivery has never been better. This year (for the umpteenth straight), the youngest, wealthiest, best-educated major women's-magazine audience is made up of Journal readers. / **When the Journal speaks—women listen**

British Board May Force Imperial Tobacco to Sell Interest in Gallaher

Foreign Investment Might Strengthen Competition, Says Monopolies Unit

LONDON, July 5—Britain's giant Imperial Tobacco Co., whose billings help to support a dozen British agencies, was told today that it should sell the controlling interest it holds in Gallaher Ltd., its closest competitor.

The Monopolies Commission made this recommendation after a four-year study of the British tobacco industry. The recommendation now goes to the Board of Trade, a governmental body which can issue an order forcing Imperial to divest.

It has long been known that there are interlocking tieups in the British tobacco industry, but the full extent of Imperial's holdings in Gallaher were not public knowledge until today. The commission reported that Imperial controls 42% of Gallaher shares.

The Monopolies Commission report said Imperial holds 63% of the $3 billion British tobacco market, while Gallaher has a 30% share.

Over the past ten years Gallaher has made substantial gains in the British cigaret market, as the result of the success of its Senior Service brand. Imperial markets some 50 different brands of cigarets and some 200 brands of smoking tobacco. Its leading brand is Player's Navy Cut.

■ In opposing the recommendation of the commission, Imperial warned that U. S. tobacco manufacturers might take advantage of the situation to gain control of Gallaher.

The commission saw no harm in this, stating:

"We do not agree with Imperial that it would necessarily be contrary to the interest of the United Kingdom if competition were to be strengthened by foreign investment in a British manufacturer."

■ The raising of this issue harked back to the events in the early part of this century, when 13 small British tobacco manufacturers banded together to form Imperial for the express purpose of repelling an invasion of the British market by American Tobacco Co. Imperial and American Tobacco later came to a non-interference agreement, which resulted in the formation of British-American Tobacco Co. British-American was formed to handle the entire foreign business of Imperial and American Tobacco.

This Anglo-American tobacco cartel was broken up in 1911 by a U. S. anti-trust action. American Tobacco was forced to sell its shares in British-American. Today British-American Tobacco is a giant English holding company for some 50 subsidiaries operating throughout the world. It owns Brown & Williamson Tobacco Co., in the U. S. and it has the rights to the Imperial brand names outside of Britain. It also has the rights in some areas to American Tobacco Co. brand names.

Imperial was never forced, like its American partner, to sell its shares in British-American, and it has been estimated that Imperial holds about one-third of the shares.

■ Among the agencies dividing Imperial's $5,000,000 advertising budget in Britain are Mather & Crowther; Young & Rubicam; J. Walter Thompson Co.; Foote, Cone & Belding; Masius & Fergusson; Hobson, Bates & Partners; Napper, Stinton & Woolley; Robert Sharp & Partners; Legget Nicholson & Partners; Erwin Wasey, Ruthrauff & Ryan; and Arks Ltd. Mather & Crowther has the coveted Player's Navy Cut business.

Gallaher has one agency—Service Advertising. #

HOT OFFER—*Hartford Provision Co., New Britain, Conn., is offering a sample tube of Gulden's new Diablo mustard packed with its Capitol Farms franks. Newspaper ads like the above, tv and radio spots are promoting the offer.*

42 Products Appoints Beckman, Koblitz

42 Products Ltd., Santa Monica maker of toiletries, has appointed Beckman, Koblitz Advertising, Los Angeles, to handle its advertising. The company puts out a line of men's toiletries, beauty products and hair sprays and bills about $300,000 annually. Fletcher Richards, Calkins & Holden formerly handled the account.

Adclub Gives Two Ad Scholarships

Two $250 cash scholarships for outstanding college students in their junior years of advertising or marketing have been established by the Milwaukee Advertising Club. One scholarship each will be awarded to students attending Marquette University and the University of Wisconsin at Milwaukee.

Keystone Adds Nine Stations

Keystone Broadcasting System, Chicago, has added nine additional radio stations as affiliates. They are KOWN, Escondido, Cal.; KDOL, Mojave, Cal.; KALN, Iola, Kan.; WSHN, Fremont, Mich.; WEHH, Elmira Heights, N.Y.; WERT, Van Wert, O.; KTLU, Rusk, Tex.; WMOV, Ravenswood, W. Va.; and WERL, Eagle River, Wis.

'Plain Dealer' Promotes Two

The *Cleveland Plain Dealer* has appointed F. William Dugan assistant business manager and Thomas V. H. Vail vp in charge of administration. Mr. Dugan was formerly assistant business manager; Mr. Vail was formerly assistant to the president.

Empire Sports Appoints

Rocky Mountain Empire Sports Inc., Denver, has appointed Ball & Davidson, Denver, to handle promotion and public relations for the Denver Broncos professional football team, and the Denver Bears baseball team.

The strong bond existing between the people of Greater Philadelphia and The Evening and Sunday Bulletin is based on *confidence* in this newspaper.

Actually, The Bulletin *is* Philadelphia—in character, tone, expression and spirit. The pride which Philadelphians take in their favorite newspaper is a pride in that which is part of them.

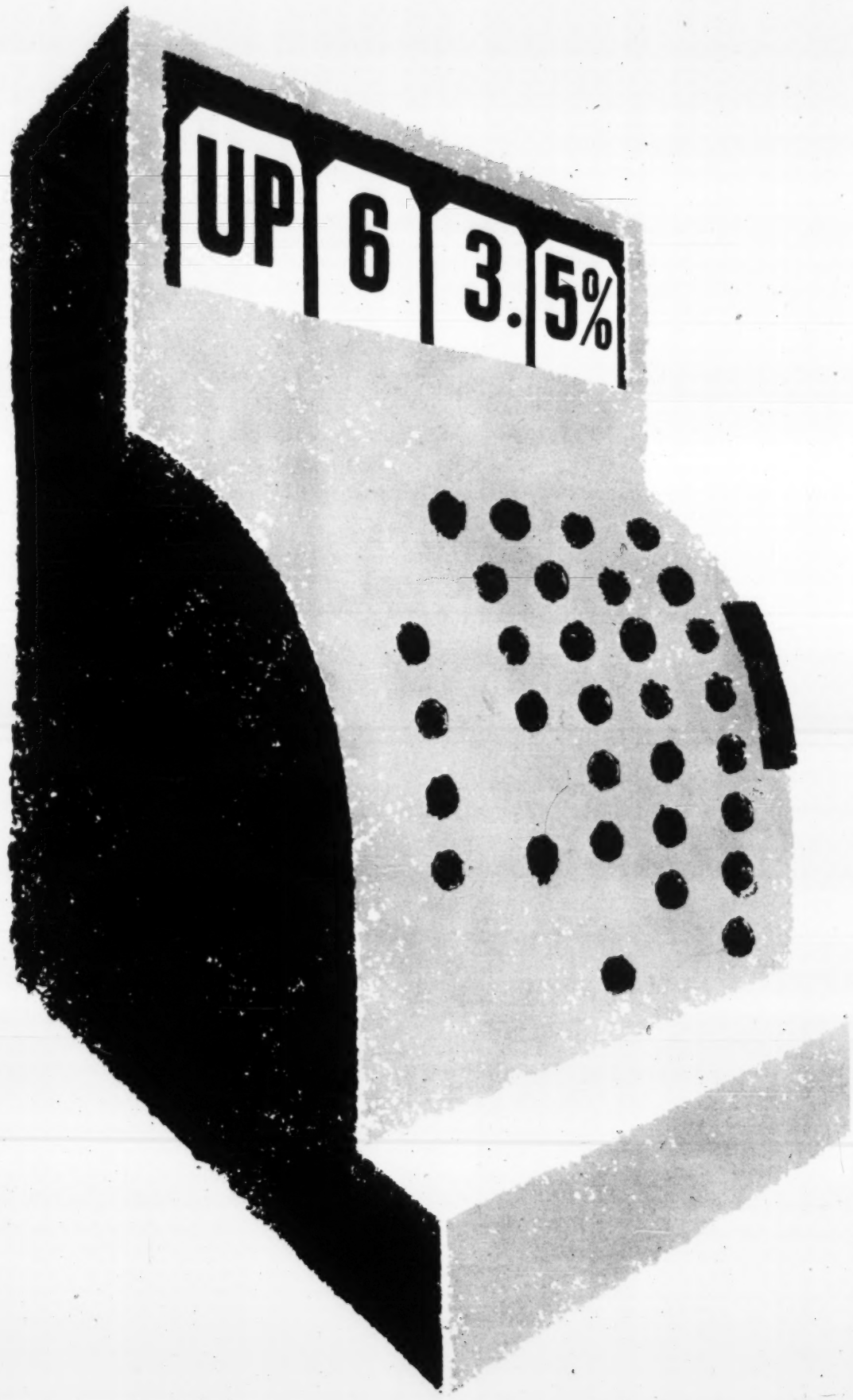
You buy more than "space" when you buy The Bulletin. You gain a warm welcome into the homes of the growing seven billion dollar Greater Philadelphia market. You enjoy a unique acceptance in the pages of this newspaper because . . .

You buy belief when you buy The Bulletin!

THE PHILADELPHIA BULLETIN A member of MILLION MARKET NEWSPAPERS, INC.

Advertising Offices: New York, Chicago, Detroit, Los Angeles, San Francisco. Florida Resort Office: The Leonard Company, Miami Beach.

IN PHILADELPHIA NEARLY EVERYBODY READS THE BULLETIN



DYNAMIC BALTIMORE

Total retail sales in Baltimore are up a fantastic 63.5% since 1948! And growing faster every day, as our market enjoys its greatest era of progress ever. Baltimore's payroll in the manufacturing industry alone is over the billion-a-year mark. ■ There's big money in Dynamic Baltimore. Right now, we're the 8th fastest-growing market in all America. Only 3 larger metropolitan areas exceed our rate of growth in total retail sales. Our port is the nation's 2nd largest in foreign tonnage. ■ And one medium—the Baltimore Sunpapers—best covers Dynamic Baltimore. Why? Because half the families in the entire state of Maryland live within a 15-mile radius from the center of downtown Baltimore. In this compact area—roughly the ABC City Zone—an estimated 92% of all retail sales are made. This same area accounts for 88% of our daily circulation (77% of it home delivered) and more than 82% of our Sunday circulation (80% of it home delivered). And we're talking about a daily circulation over 410,000, and over 321,000 Sunday. ■ It's the Sun all the way in Dynamic Baltimore.

THE BALTIMORE SUNPAPERS

"Everything in Baltimore revolves around The Sun"

National Representatives:
Cresmer & Woodward—New York, San Francisco, Los Angeles
Scolaro, Meeker & Scott—Chicago, Detroit

Circulation Figures: ABC Publisher's Statement 3/31/61

Roman Agency's Ad Pre-Testing to Aid Clients

ST. LOUIS, July 5—Roman Advertising Co.'s creative research department has been expanded to include a new pre-testing advertising service.

"Rising advertising costs have necessitated this new service," Melvin F. Roman, agency president, said. "With it, an advertiser will be able to judge the effectiveness of an ad before it is run, permitting him to realize greater value for each advertising dollar he spends.

"National studies of increased advertising costs show this is particularly important in view of a 24% increase in television costs, 27% increase in magazine space rates, and an 11% increase in newspaper rates," Mr. Roman said.

The new service will:

1. Pre-test selling ideas on which advertising campaigns are based for importance to consumer, believability of claims and uniqueness in comparison with competitive offers.

2. Determine clarity of selling ideas by testing them before they are run in media.

3. Conduct continuing research activities to obtain consumer reaction to products and services in the St. Louis marketing area, as well as in any of 30 principal cities in which the agency has affiliated offices.

Paul Dobinsky will be in charge of the new service.

■ Fred Zweig, exec vp of the agency, said differences in ad effectiveness are overlooked by many advertisers. "For example," he said, "a readership survey made of a St. Louis newspaper indicated that there was a 500% difference in the number of readers between the ad that was read best by men and the ad that was read least. The difference was 1,321% between the ads read most and read least by women.

"Some of this difference can be eliminated through pre-testing, which could be considered a form of advertising insurance, since it reduces risk by employing small scale experimental techniques prior to a major expenditure of advertising money," he said.

Mr. Zweig said pre-testing can be helpful in the creation of better ads and can speed up decisions, because less emphasis is placed on guesswork and more on facts. For example, an advertiser who pre-tests his selling idea and his advertising message might increase the effectiveness of his advertising by 10%. If he was spending $70,000, this would be equal to an additional $7,000 in advertising value.

■ On the other hand, if the same advertiser is realizing only 75% effectiveness of his ad message because of failure to check it out, he is throwing away $17,500 in advertising value.

"Research experts in the pre-testing field recently suggested to a meeting of the American Marketing Assn. in New York, that as a rule of thumb there is opportunity to increase effectiveness by 25% for every 1% of an ad budget spent on pre-testing," Mr. Zweig said.

According to Mr. Zweig, pre-testing is the fastest, most economical method of determining the answers to these questions:

1. "Is your advertising based on the selling idea that will do the most for the company?"

2. "How do you know the idea is the right one? Do the people to whom the advertising is directed consider the claims and the advertising important to them?"

3. "Do the people to whom the advertising message is directed find the advertising believable; and how do you know?" =

Brylcreem to Launch TV, Newspaper Push for LP Record Album

NEW YORK, July 6—A heavy television, newspaper and point-of-sale campaign will be used in September to promote a Brylcreem long-play record tie-in. The offer involves a 98¢ tube of Brylcreem and a $4.98 Connie Frances album to be sold for $1.69.

Supermarkets and variety stores across the country already have ordered 5,000,000 Brylcreem-record packages, according to General Harmonics & Video, producer of the record. Founded only a few weeks ago, General Harmonics also has plans for another Beecham Products brand, Silvikrin shampoo, which will be offered in the $1 size, together with a Steve Lawrence-Eydie Gorme record album, all for $1.69, starting in November.

Record Products, a subsidiary of General Harmonics, has been running another promotion, its first, featuring a 98¢ size of Jiffy Sew, a liquid mending product of Jiffy Products Corp., with a premium lp album, the best of "What's His Name," which includes inserts from the "Jack Paar Show," for $1.47. Record Products has been promoting the Jiffy-Paar offer with four paid announcements on the "Jack Paar Show" on NBC-TV, as well as a four-week spot tv schedule in about 12 markets.

■ The record company also ran ads in about 170 newspapers last week. This is being followed by co-op ads with supermarkets in the same newspapers. A co-op page in the June 30 *Life* was run by Record Products with Jiffy Products. Sales of the Jiffy-Paar package reached the 1,000,000 mark after the first three days of tv advertising, according to Lee Matison, president of Record Products.

Kenyon & Eckhardt is the agency for Brylcreem and Silvikrin, while Jiffy Sew is handled by Grant Advertising. Robert Myron Advertising Agency placed the advertising for Record Products. =

Dearth Leaves Morse to Join K&E as Senior VP in Detroit

Robert A. Dearth, president of Morse International, New York, will join Kenyon & Eckhardt Aug. 15 as senior vp and manager of the Detroit office. He succeeds G. T. C. Fry, who is returning to the New York office.

Robert A. Dearth

Mr. Dearth joined Morse, a house agency for Richardson-Merrell Corp. (formerly Vick Chemical), in 1956. Prior to that, he was with Ross Roy Inc., Detroit, for seven years and with McCann-Erickson, Cleveland, for four years. His successor at Morse has not been named.

Wenger-Michael Adds Two

Wenger-Michael, San Francisco, has been named to handle advertising for Four Wheel Brake Co., northern California chain of brake installation and service shops, and for Oddstad Homes, Redwood City, subdivision development and home building company.

TAX FREE—*Portland's Hotel Multnomah takes a lick at Washington's 4% sales tax with this ad running in Seattle and Spokane. The ads also offer a "down with taxes" badge, and introduce a new service, free laundering of guests' shirts.*

Oregon Hotel Needles Washingtonians on 4% Hotel Sales Tax

PORTLAND, ORE., July 5—The Hotel Multnomah here is playing up Oregon's tax-saving position in newspaper ads running in Seattle and Spokane this week.

The large-space ads in the *Seattle Post-Intelligencer* and the *Spokane Chronicle* and *Spokesman-Review* are headlined: "Seattle (or Spokane) disband—your tax structure is unbelievable." This refers to the absence in Oregon of the 4% sales tax that applies to hotels in Washington.

The ad offers a badge reading "Down with taxes," which copy says "you may wear fearlessly at secret meetings."

■ The Multnomah ads also introduce a new service—free laundering of guests' shirts "as a salute to freedom."

The second ad in the series, to appear in about three weeks, will be done in the manner of the Hathaway shirt ads, and will show James Durham, general manager of the Multnomah, with shirt and eye patch. The headline reads: "A sample of our handiwork," and copy mentions that the hotel will launder the eyepatch as well as the shirt.

Homer Groening Advertising Agency handles the account. =

Fisher Adds Two Accounts

M. M. Fisher Associates, Chicago, has been named to handle advertising for Devine's Remedies, Chicago, manufacturer of Devine's Kool Foot and other dermatological and consumer pharmaceutical products, and Kenroy Developers, division of Kenroy Realtors, Chicago. Both companies previously placed direct.

'Arizona Republic' Boosts 2

The *Arizona Republic* and *Phoenix Gazette* have appointed Charles E. Treat manager of display advertising and Louis Reynolds general advertising manager. Mr. Treat joined the newspapers in 1952 as a retail advertising representative. Mr. Reynolds joined the newspapers in 1946.

Brown & Perkins to Black

Brown & Perkins, Perth Amboy, N. J., manufacturer of wire rope slings, sling fittings and swaged assemblies, has named Black-Russell-Morris, Newark, its agency.

Knox Reeves Adds $2,000,000 in Billings in Takeover of Fitzgerald

(Continued from Page 1)

accounts, including Austex Foods, Jack's Cookie Co. and Higgins Slacks.

■ The merged agency will be known here as Knox Reeves-Fitzgerald. Roy M. Schwarz, exec vp in charge of creative services at Fitzgerald, becomes vp of Reeves-Fitzgerald, in charge of the operation here. E. W. Rector Wooten, senior vp and executive art director, was also named a vp of Knox Reeves-Fitzgerald.

Joseph L. Killeen, board chairman and co-founder of Fitzgerald (in 1926), is chairman of the executive committee here. Robert P. Carley, who was president of Fitzgerald, will join Young & Rubicam in New York Aug. 1. He had been in charge of the Wesson and Snowdrift account.

Roy M. Schwarz

E. W. Rector Wooten

Curt Abel, a vp of Y&R and No. 2 man in its Los Angeles operation, is reportedly moving back to New York as part of a general realignment by the agency following the acquisition of the Wesson and Snowdrift accounts.

■ Paul R. Phillips, operations manager of Knox Reeves, said that all 15 accounts serviced by Fitzgerald will remain at the merged agency. Knox Reeves estimaged billings of the 15 total about $2,000,000 annually, although estimates from other sources have gone as low as $1,300,000.

Principal accounts are Brown's Velvet Dairy Products and McIlhenny Co., maker of Tabasco sauce. Others include Alaga Syrup Co., Crossett Lumber & Paper Co., Home Finance Service, Louisiana Coca-Cola Bottling Co., Louisiana Power & Light Co., Louisiana State Rice Milling Co., Louisiana Sweet Potato Commission, Maison Blanche Co., National Bank of Commerce, National Food Products, National Sugar Refining Co., Southern Pine Assn. and WDSU Broadcasting Corp.

Knox Reeves, in going to the other end of the Mississippi River for the first merger in its 26-year history, said the move represents "an interchange of talents." The Fitzgerald creative department, it is understood, was a prime objective in the merger.

Robert P. Carley

Joseph L. Killeen

■ Knox Reeves did not reveal what financial details were involved in the purchase. It was learned, however, that Walker Saussy Advertising, New Orleans, also attempted to purchase the agency, but the Fitzgerald stockholders voted to accept the Knox Reeves offer.

Robert W. Stafford, president of Knox Reeves, said the agency's relationship with Fitzgerald dates back 15 years ago, when General Mills (a Knox Reeves client) and Wesson developed a chiffon cake, the first using liquid oil. Tie-in advertising involving both agencies followed, and several similar promotions involving the two companies ensued.

About 20 of the Fitzgerald personnel will remain in the New Orleans office. Before the Hunt account moved, Fitzgerald had an estimated 75 persons on its staff. Two people—one in media and one in accounting—are moving to Minneapolis, and one or two others may follow, according to Mr. Phillips.

■ Eight former Wesson-Snowdrift account people, including Howard E. McDonald, exec vp, are slated to join Young & Rubicam in Los Angeles to continue work on the account.

Commenting on the merger, Mr. Stafford said: "We believe this represents the shape of advertising service to important clients for the years ahead. With the jet age we can be separated physically but bring together regularly and quickly the important specialized skills in advertising that are so valuable today. We thus have a completely national viewpoint, as well as intimate knowledge of regional marketing opportunities." =

Intensive News Coverage of Ad Field Makes Beneman Feel Industry Operates in Fishbowl

PHILADELPHIA, July 5—Advertising, unlike other professions, "operates in a goldfish bowl, with the public viewing every move as if it were the NFL gridiron championship," says an advertising executive, writing in the current issue of "Poor Richard's Almanack," publication of the Poor Richard Club.

Compared to all the publicity the ad industry gets on its internal affairs, other industries and professions receive almost none, at least in certain types of news, according to the article, by Jay Beneman, of Wermen & Schorr. And this, he writes, is in spite of the fact that "advertising is a relatively small profession by almost every yardstick.

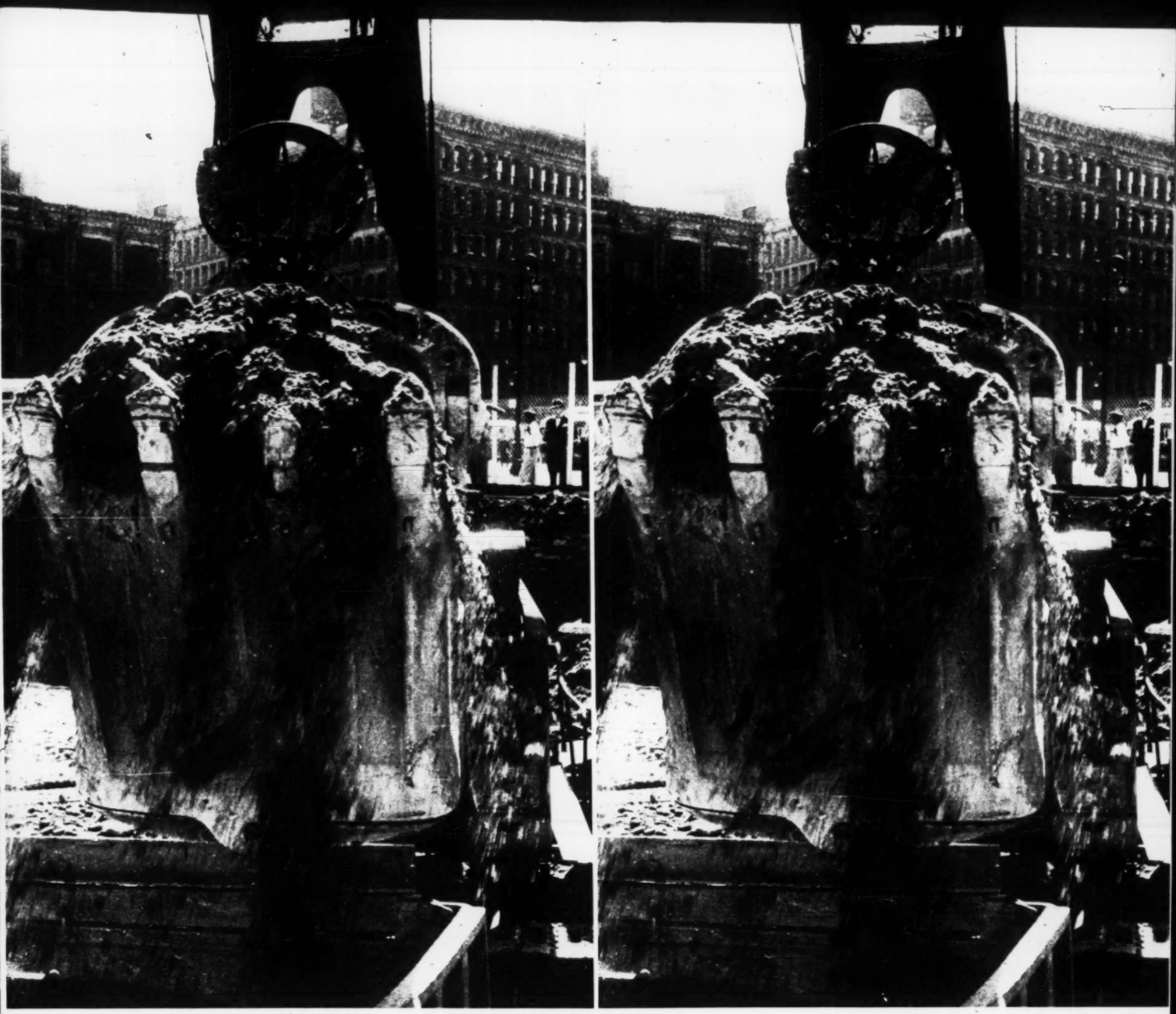
"How come Mr. Pants Manufacturer doesn't know that Hornblower & Weeks beat out Drexel & Co. for a big stock underwriting?" asks Mr. Beneman. "How come a multi-million dollar corporation like the Carnation Co. can have a 'juicy' father-son squabble over management, with the son, a vp and director, resigning—and only *Business Week* gives it a line of copy—and only a 12-line squib, on page 38?

"Can you imagine what would happen if we 'false, insincere, unethical' (ADVERTISING AGE survey on advertising's public image) admen had similar internal news? When did you last read about a Philadelphia law firm losing—or gaining—a client? Do you ever remember an important company firing its accounting firm and releasing a statement to the press?"

Yet, he said, this type of news is issued by the advertising profession. =

Prakken Publications Moves

Prakken Publications, Ann Arbor, Mich., has moved into its own building at 416 Longshore Dr.



"They tear into this city like a hungry kid going after a birthday cake. And then they start all over again. Maybe that's why New York stays so young. It's always doing, never done."

New York is a steam shovel's gulp on the lower East Side . . . the "gulp" of a tourist in Times Square. This year, 6,450,000 sq. ft. of new office space will be available for rent . . . 14,000,000 tourists will visit New York. An always growing, always changing market. But this remains constant: The New York Times sells New York with the most advertising. It serves New York with the most news. New York is The New York Times.

Mail Order Books Show Price Dips; List New Services

CHICAGO, July 5—Lower prices, a variety of new services, plus lavish use of color—both in catalog pages and merchandise offered—mark the 1961 fall-winter catalogs, just out from the Big Four mail order companies.

Prices of general merchandise in the Sears, Roebuck & Co. catalog are 1% below last year. Home appliance prices are 3.3% below 1960; housewares and home modernization merchandise, 2.4%; specialties, 4%; home furnishings 0.6%; and wearing apparel, 0.3%.

■ The price average was determined by a study of more than 2,300 items in the new catalog, George Struthers, vp in charge of merchandising, said. The new Sears catalog is 1,484 pages, weighs nearly 5 lbs. and includes 140,000 consumer items. Published in 11 regional editions, it will go to nearly 9,000,000 families.

The Sears catalog introduces a new Allstate Motor Club to customers. Operated by Allstate Enterprises, a new Sears subsidiary, the motor club offers charter memberships in its coast-to-coast motoring service (AA, May 22).

■ Prices of items in the new Montgomery Ward & Co. catalog are down an average of 2% below the prices of items in the catalog a year ago. The 1,498-page catalog, largest ever printed by Ward, is being sent to more than 6,000,000 Ward customers.

For the first time in a general catalog, Ward offers all items—more than 100,000—on a no down payment basis to all customers. Previously, only established accounts were offered the no down payment privilege. Services available in the catalog include a complete home furnishings color coordination program—Ward's color palette—to help customers select coordinated color in a variety of merchandise.

■ Ward also offers services of its customer engineering department, to which customers can write for plans and estimates on remodeling kitchens, bathrooms, porches or breezeways. Free estimates also are available for installation of air conditioning, plumbing systems, lawn sprinkling systems, swimming pools and heating systems. Ward customers also may borrow tools for installation of ceramic tile, siding, plumbing, insulation, furnaces and fencing. The company offers emergency delivery service of water heaters, car batteries and truck tires.

■ Prices of merchandise in the new Spiegel catalog average 1½% lower than those in the 1960 fall catalog. The 656-page Spiegel book contains 279 four-color pages, compared to 267 in 1960. Theme of the catalog is "The art of living better."

The catalog carries a special insert announcing the formation of a Spiegel Non-Profit Prescription Drug Foundation. Customers who use the Spiegel Budget Power credit plan are eligible to have doctors' prescriptions filled through the Spiegel service "at a saving of from 25% to 40% (except certain items subject to Fair Trade law)."

■ Aldens has announced prices in its 860-page fall-winter catalog average 3% below last year's book. The Aldens book puts heavy emphasis on color, especially in the fashion section, up front, where the first 122 pages are in color.

The fall catalog is the first to offer insurance issued by Aldens' new subsidiary, John Alden Life Insurance Co. Three types of insurance are available: Ordinary life; 20-year payment life; and paid up life at age 65. =

INTRODUCTION—*Technicolor Corp., Los Angeles, is using ads like this in newspapers in Los Angeles, San Francisco, Oakland and New York, to introduce its new Technichrome home movie film. A coupon offer is included in the b&w, 1,750-line unit. Kenyon & Eckhardt is the agency.*

Judge Again Finds Delson Package Okay

NEWARK, July 7—The Food & Drug Administration's test case in the deceptive packaging field has been turned down for the second time by Reynier J. Wortendyke Jr., federal district judge here.

The court ruled that Delson Candy Co.'s packaging for its thin mints was not misbranded or misleading within the meaning of existing law, and ruled that in this case, the law was "unconstitutional, vague, indefinite and uncertain, and contravenes the due process clause of the fifth amendment."

Judge Wortendyke originally tossed out the FDA case early in 1960. When FDA appealed, the case was remanded with the request that the verdict be substantiated with more technical findings (AA, Jan. 25, 1960, et seq).

In his second decision, Judge Wortendyke delved into Delson's packaging machinery, shipping methods and packaging history, then reiterated his ruling that Delson had acted "in good faith with no intention to deceive."

The FDA had argued that the mints were deceptively packaged—too large a package, too many fillers, etc.

■ Commenting on the case, Armin N. Schaper, Delson vp, told ADVERTISING AGE that the company was convinced that the disputed package was "the best possible one," and that Delson was fighting the case "as a matter of principle, even though it is costing us a fortune. We feel we're carrying the ball for a lot of other companies," he said. =

Watt Promotes Higgins

Watt Publishing Co., Mount Morris, Ill., has appointed Leo J. Higgins eastern manager, succeeding Hugh Thompson, who continues on the staff as a marketing specialist. Mr. Higgins, who will headquarter in New York, joined the company in 1957 as an advertising representative and has spent the past four years servicing advertising accounts in the eastern area.

AMA Too Dependent on Drug Ads to Help Rule Drug Field, Senators Told

(Continued from Page 2)

tive" to consider some drugs and not others.

■ The association also dismissed the subcommittee's contention that it had encouraged use of brand names by allowing manufacturers other than the inventor to attach trademarks to the drug.

AMA insists that advertising copy for the *Journal* include the generic name of the drug, Dr. Hugh H. Hussey Jr., chairman of the board of trustees of the association, told the subcommittee.

■ Thumbing through excerpts of the Gaffin study, Sen. Kefauver disclosed that drug advertisers in the early '50s considered themselves on the horns of a dilemma in facing AMA's seal of acceptance program.

Gaffin stated to AMA: "The medical manufacturer is torn two ways: He realizes that the AMA's restraining influence on medical marketing and medical advertising claims, through the council seal of acceptance, is beneficial for the industry over the long term, and therefore tends to want to support it.

"But on the other hand, he rebels against the restraint in specific instances. He knows from experience that he can sell the physician on the product without having the seal, and can advertise it as he wishes through non-council-supervised publications."

The Gaffin survey reported that the trend in 1953 seemed to be for the medical manufacturer to go around AMA by taking his product directly to the physician without submitting it to the council. Two years later, the seal was discontinued.

■ To give added weight to its thesis that the AMA catered to its advertisers to get more business, the subcommittee produced charts showing that advertising revenue and pages in the *Journal* had gone up substantially since 1955, while drug companies continued to contribute a larger chunk of AMA ad funds.

The subcommittee's statistics showed that in 1955—the year the seal was dropped—the 22 largest drug companies contributed 47% of AMA's advertising revenue. In 1960, that figure had risen to 56%.

The drug companies accounted for 24% of total AMA income, including dues and subscriptions, in 1955, and in 1960 they chipped in 28%. Last year, however, advertising expenditures of the 22 largest companies in the *Journal* slipped to $4,103,562—down from $4,222,116 in 1958.

Merck Sharp & Dohme was the biggest advertiser in the *Journal* in 1960, spending $476,979. Carter Products was second largest, with an expenditure of $442,912.

■ In 1949, the subcommittee's figures showed, AMA got about $2,432,000 (31%) of its total income of $7,669,000 from advertising. Last year the association derived $7,997,000 from advertising, in a total income of $15,961,000—50%.

In total pages of advertising in the *Journal*, the Kefauver figures indicated, pages run by drug advertisers were on the rise, while advertising by other advertisers was on the decline.

In 1949, total pages of advertising were 896, of which 470 (52%) came from drug advertisers and 426 came from other advertisers. In 1960, out of a total page figure of 1,697, 1,402 (89%) came from drug advertisers and only 295 came from others.

■ The 1961 figure, adjusted to 13 issues, shows a decrease in total pages from 1960 to 1,434. Of this, 1,151 came from drug companies and 283 came from other advertisers.

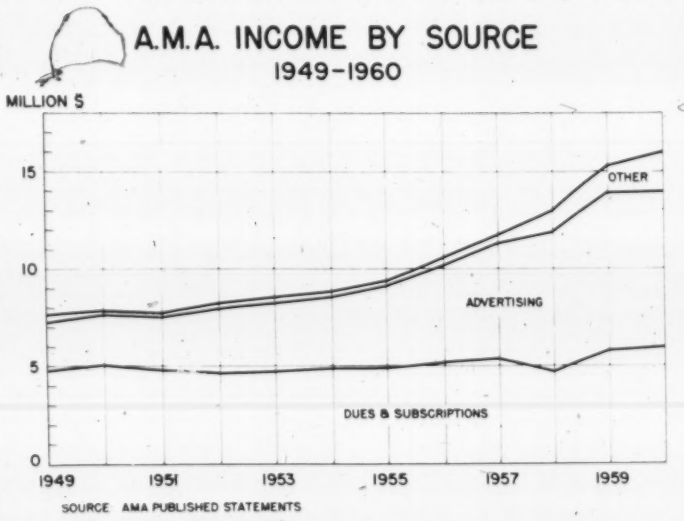
■ "Can you be objective when the biggest part of your revenue comes from those you're trying to regulate?" Sen. Kefauver asked when the parade of statistics was over.

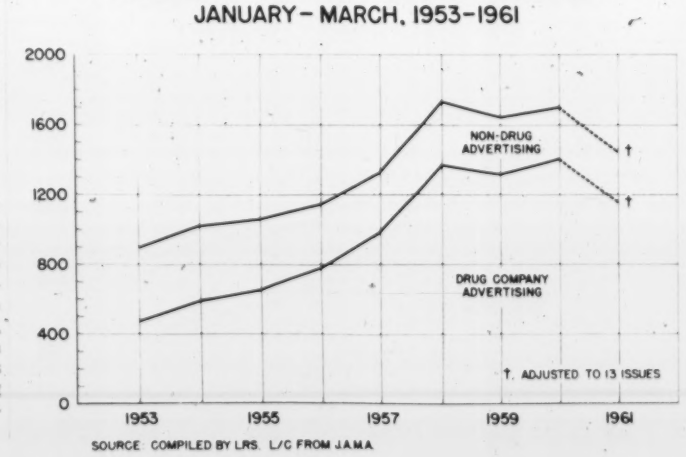
"It's entirely possible that we're objective, and we are," Dr. Hussey replied. He said AMA's authority to regulate its advertising was "closely guarded."

AMA was also quick to point out that during the years in question, drug advertising in all medical publications also grew comparably. Pages jumped from 33,000 in 1950 to 124,000 in 1960, AMA said. Space rates jumped 60%.

■ When the subcommittee criticized drug ads in the *Journal* for not disclosing side effects, AMA insisted that ads run in the *Journal* needn't contain the same warnings as drug labels. "You mustn't confuse advertising with education," Dr. Hussey told the subcommittee, indicating that doctors were "educated by the editorial pages of the AMA publications."

He said drug advertising serves as a "reminder," but isn't a principal source of information. Hearings will be continued July 18-21 when medical witnesses will testify. =





McCann Rates Ratings

NEW YORK, July 6—McCann-Erickson has come up with a refinement in measuring television station ratings in non-metropolitan counties. McCann calls it a "formula which projects an average rating level for every television station in each county where any viewing of the station occurs."

Robert J. Coen, manager of media research and developer of the refinement, would not disclose the new formula "for competitive reasons."

3M Appoints MacManus for Scotch Tape

(Continued from Page 1)

shift much of its 3M account people from New York to Minneapolis. The agency expanded there last December with the acquisition of a local agency, Olmsted & Foley (AA, Dec. 26).

Observers now see MacManus as 3Ms' "No. 1 shop," with EWRR second and BBDO third.

MacManus, which formerly split the tape & gift wrap division with BBDO, also handles advertising for the chemical division and the adhesives, coating and sealer division. BBDO retains international, coated abrasives and electrical products advertising. EWRR handles duplicating products, reflective products, printing products and Revere camera, in addition to the medical products. =

Shupert Joins 20th Century TV

George T. Shupert, formerly a top executive with MGM-TV and with ABC Films, has been named sales director of 20th Century-Fox Television, New York. Peter G. Levathes, president of the tv subsidiary of the movie company, previously doubled as tv sales chief. Mr. Shupert, who will work out of New York, will be in charge of network and syndication sales.

Elmira Adclub Elects Hewey

Ira I. Hewey, commercial manager of WENY, Elmira, N. Y., radio station, has been elected president of the Elmira Area Advertising Club.

Kodak

Understatement
is still another way in which photography
effectively tells
an advertiser's story

EASTMAN KODAK COMPANY

Rochester 4, N. Y.

A VARIATION BY THE KODAK EKTACOLOR SYSTEM

In ANCHORAGE People Buy The Products Advertised In This Paper

Anchorage Daily Times
30 DIE IN FIRE ABOARD CARRIER
Electors Vote For Kennedy Ignoring Pleas To Dump Him
Hundreds Hurt, Many Trapped In Naval Tragedy

Alaskans shop daily . . . with their Alaskan dailies. Stake your claim in our booming 49th state by placing your ads in one of Alaska's most successful dailies. Call your West-Holliday man for complete information.

One of five great Alaska Dailies

NELSON ROBERTS & ASSOCIATES, INC.
formerly West-Holliday Co. Inc.
NEWSPAPER PUBLISHERS REPRESENTATIVES
NEW YORK • CHICAGO • DETROIT • DENVER • LOS ANGELES • SAN FRANCISCO • PORTLAND • SEATTLE

Humble Underwrites NET Series

Humble Oil & Refining Co. will underwrite a 15-part epic Shakespearean series, "An Age of Kings," to be presented on the National Educational Television & Radio Center network. The premiere will be presented Oct. 20. Humble's parent company, Standard Oil Co. (New Jersey), has already sponsored the series on commercial tv in New York and Washington.

McKesson Sales, Earnings Dip

McKesson & Robbins, New York, drug, liquor and chemical distributor, reports sales dipped for the first time in 22 years to $670,355,060 for the year ended March 31, a $6,355,283 decrease from the previous fiscal year. Earnings decreased to $10,039,876 in 1960, from $12,299,904 the previous year.

Remsen Agency Aims for Bigtime via New Approach

NEW HAVEN, CONN., July 5—How does a small agency break into the big leagues?

One agency with such an ambition is Remsen Advertising, which believes there are other avenues besides a New York start and the creation of far-out campaigns.

A "businesslike out-of-town agency looking to grow beyond those confines," Remsen recently took three steps towards the majors:

• On June 1, it opened a San Francisco office headed by Clyde Rapp, former vp and manager of the Detroit office of Foote, Cone & Belding. A second addition to the agency was John Walton, formerly an account executive with Batten, Barton, Durstine & Osborn, New York. He joins the agency as assistant to the president.

• The same day, it officially became affiliated with Don Kemper Co., Chicago and Dayton. Kemper represents Remsen in the West.

• Remsen also began extensive direct mailings to prospects for its new "cooperative spectacular" concept (AA, Feb. 6). The mailings marked Remsen's entry in the electronics field following its space-age "spectaculars" ("Putting Payloads in Space" and "Missiles & Missions"). Only two of ten participating companies in those spectaculars retain Remsen as their agency.

■ The cooperative spectacular is an ad package aimed at giving companies in diverse defense fields an opportunity at selling their products by identifying them with particular weapon systems, or whatever.

Remsen has launched these multi-advertiser ads in *Aviation Week*, *Business Week*, *Fortune*, *Scientific American* and *U.S. News & World Report*. The idea behind them was to let the individual products be seen in "the big picture."

Remsen's up-coming cooperative spectacular is planned for January and February issues of *Electronics* and *Electronic Design*. The insert, running 14 pages, will cost advertisers $6,750 per participation. It will, for the first time, "contrast a U.S. missile system with a Russian counterpart in small insert fashion."

"We are not offering advertisers a page, but only words," said Thomas F. Darge, director of creative services for the agency. "Each co-sponsor will have 450 to 600 words of copy selling his products, capabilities, facilities or achievement record. We will fit the basic sales points where they belong in the 'editorial context.' In other words, the sell will not be telegraphed quite so clearly as in ordinary ads."

■ The insert will carry a center gatefold amounting to two gatefolds, back-to-back. One will be on military space craft, the other on missiles.

The co-op venture was tied by Mr. Darge to Remsen's ambition to break into the agency big leagues. "We can do this through our concept of cooperatives, by specializing in specific fields, and by complementing the activities of 'orthodox' agencies," he said.

"We have an equity in this which transcends any formula. You can even say that this is one way by which we are groping for a break-through to the

Flint–Bay City–Saginaw moves into the top 40
(in actual TV homes delivered)

When Flint and Bay City-Saginaw were recently combined into one market, it changed everybody's list of the top 40 TV markets in the country. Have you brought yours up to date yet?

To check, just see if you've got Flint-Bay City-Saginaw listed in the same neighborhood as Providence, Charlotte and Denver. For that's where this Eastern Michigan market has moved on the all-important basis of homes delivered.* That is, homes with TV sets actually tuned in.

Another thing well worth noting is that nearly all the viewers in this heavily populated urban market get their television from within the area. And, of course, that's where WJRT is—with City-Grade service to Flint, Bay City and Saginaw.

You can get more information about this new top-40 market, and about WJRT, simply by calling our representatives: Harrington, Righter & Parsons, Inc. Offices in New York, Chicago, Detroit, Boston, Atlanta, Los Angeles and San Francisco.

*Based on ARB Reports—March, 1960 (Sun.-Sat., 6-10 p.m.)

TEEN CRUSH—*Crush International, Evanston, Ill., is pushing its "Win a Puppy" contest for teen agers during June and July with ads in American Girl, Boys' Life, Family Circle, Parents' Magazine and Woman's Day, plus radio spots and color comics in newspapers. Edward H. Weiss & Co. is the agency.*

big time."

■ Mr. Darge added that extra assignments have come to Remsen as a consequence of its space-age spectaculars. These, from companies like Westinghouse and Purolator Products, he said, "wouldn't have come to a New Haven agency unbidden."

Describing the spectaculars as "an avenue to new business," he added that if Remsen joined with a giant agency, "we would be merely an outpost of the big shop."

■ With charges of extravagance in the area of defense advertising being heard in Washington, said Mr. Darge, the agency's spectaculars "represent a solution for defense advertisers who wish to make a high impact splash without running afoul of increased congressional interest in the matter." He added: "Here they can have their cake and eat it; you can say we give them the splash without the cost." ≡

Lanolin Plus Schedules Heavy TV-Print Push

Lanolin Plus, Newark, N. J., will run the heaviest advertising effort in its history for Color Plus nail enamel. Starting July 8, the company will run eight weeks of participations in ABC-TV's "Asphalt Jungle," "Roaring Twenties," "Cheyenne" and "Guestward Ho," and in NBC-TV's "Michael Shayne."

This will be backed with spot tv in 100 to 125 markets. Nighttime minutes will be used. In addition, color pages will be run in *Glamour, Harper's Bazaar, Life, Mademoiselle, Seventeen* and *Vogue*. Daniel & Charles is the agency.

'Catholic Market' to Bow

Catholic Market, a business quarterly, will be published by *Catholic Digest*, St. Paul and New York, starting in February. The magazine will sell for $3 a year, or $1 a copy; advertising rates will be $1,050 for one-time b&w, and $125 a page extra for each additional color.

Dibble Adds Three Accounts

Gordon E. Dibble Co., Glendale, Cal., has been named to handle advertising for Raypak Co., El Monte, Cal., maker of heating equipment, and for W. K. Geist Co., Los Angeles, electronic manufacturer's representative. Dibble also has been named agency for Dudley Kebow Inc., Los Angeles, manufacturer of Mr. Dudley and Mr. V.I.P. pepper mills.

Jonny Graff Joins WNTA

E. Jonny Graff, previously vp in charge of eastern sales of National Telefilm Associates, has been appointed general manager of NTA's radio station, WNTA, Newark. He replaces Ted Steele, who recently joined WINS, New York, as general manager.

Cinefield Company Formed

Cinefield Productions, New York, tv film production company, has been formed by Paul Field, formerly a producer-director at Benton & Bowles, and Charles Steadman, a lawyer. The new company is located at 314 E. 41st St.

You Always Get Our Best

Where Type Can SERVE You

J. M. BUNDSCHO, INC., *Advertising Typographers*

180 North Wabash Ave. • RAndolph 6-7292 • Chicago 1

THE PRO$PER BOSTONIAN

He reads the morning Herald or the evening Traveler. He gives these papers their circulation lead in the "Upper 2/3" — the cities and towns in the Boston Standard Metropolitan Area with the highest rate of population growth, highest house value and percentage of new homes, highest auto ownership, and highest Effective Buying Income (E.B.I. for the resident of typical "Herald-Traveler towns" is 18% higher than that of Globe towns, 21% higher than Record-American towns). Advertising results reflect all this. That's why the Herald-Traveler leads in Total Display advertising linage by 2,389,419 lines over the Globe, by 16,984,679 lines over the Record American. For the full Upper 2/3 story, write or call us direct, or contact our representatives.

MORNING EVENING
Herald-Traveler

BOSTON'S HOME-DELIVERED NEWSPAPERS

Represented nationally by Sawyer-Ferguson-Walker

AS SIMPLE AS

These numbers vividly sum up the picture of television leadership today. What stands out clearly is that one network has consistently delivered the largest nationwide audiences night and day throughout the past season—namely, the CBS Television Network.* What stand out less clearly are the runners-up. That's because one network ranks second at night, but third during the day. While another network ranks second during the day, but third at night. When

it comes to choosing the network which can present his product most effectively, the most important thing for an advertiser is to know where he stands—clearly. It's as simple as that.

CBS TELEVISION NETWORK

*13% larger national nighttime audiences than Network X; 12% larger than Network Y;
16% larger national daytime audiences than Network X; 91% larger than Network Y;
85% more national nighttime half-hour "wins" than Network X; 33% more than Network Y;
17% more national home hours of viewing (Monday through Sunday, 7 am to 11 pm)
than Network X; 23% more than Network Y;
more of the Top 10, Top 20, Top 30 and Top 40 nighttime programs and more of the
Top 10 and Top 20 daytime programs than the other two networks combined.
(Audience data: Nat'l Nielsen, 1 Oct., '60 - 1 June, '61, AA basis. Evening: 6-11 pm. Day: Mon.-Fri., 7 am-6 pm.)

The Editorial Viewpoint . . .

Why Does Advertising Stand Mute?

Last week we pointed out that Admiral Rickover and the House appropriations committee were equally indignant that the Defense Department should help pay the cost of advertising missiles or atomic submarines to the general public.

They were so indignant that the House subsequently passed a defense appropriation bill which specifically bars making any defense funds "available for paying the cost of advertising by any defense contractor, and such costs shall not be considered a part of any defense contract cost."

But, as Assistant Defense Secretary Thomas D. Morris pointed out, existing rules of long standing disallow advertising as a cost factor, except for a "properly allocable portion of (1) help wanted advertising; (2) advertising for the exclusive purpose of obtaining scarce materials; and (3) advertising in trade and technical journals within certain prescribed limits."

So the contractors who were advertising their missiles and weapons and atomic submarines to the general public were spending their own funds, like any other business which takes some of its income from sales and invests it in advertising. This type of advertising is not now, and never was, considered a "cost" in negotiating a defense contract.

But advertising was tarred as the villain of a nasty piece of boondoggling with defense funds. And what did advertising do? *Advertising stood mute!*

In the course of the same discussion in the House of Representatives, Rep. Jack Westland (R., Wash.) said Adm. Rickover told him that the Soviets gained access to plans of U. S. heat exchangers through an ad in one of the technical magazines. "One way of stopping this easy access to our secrets," Rep. Westland sagely informed the House, is to have the prohibition against advertising in the appropriations bill. And Rep. Melvin R. Laird (R., Wis.) chimed in with the charge that "secret after secret was given away through advertisements . . ."

This is, of course, sheer fictional nonsense. It gives the impression that defense contractors are able to say anything they want to say about their defense work in advertising (which is almost laughably untrue), and that they eagerly seek to reveal our secrets to the enemy.

The statements and their implications are wholly false, but they tar advertising with a streak of irresponsibility, thoughtlessness, and probably worse. And what does advertising do? *Advertising stands mute!*

In New York, a Federal Communications Commission probe of network programming parades a long list of long-haired (and remarkably well paid) writers, directors and assorted other genius types to "prove" that advertising and advertisers are responsible for a deliberately inflicted cultural vacuum; and that these advertisers are cynical, unmindful of the public interest, and probably pleased at the prospect of turning all of us into lower grade morons than we currently are.

What does advertising do about this charge? *Advertising stands mute!*

In Washington, and in 40 or 50 state legislatures, as well as in (for shame!) hundreds of otherwise respectable and thoughtful newspaper and magazine editorial columns, the outdoor advertising business is depicted as pandering to the anti-social desires of advertisers who want to fill every scenic spot, every historic or artistic vista and every dangerous curve or junction, with malodorous and inane advertising of cheap, shabby, untrustworthy products.

What does advertising do about this? *Advertising stands mute!*

The list is too long to be detailed here. The important question is:

Why does advertising stand mute?

One principal reason, we are convinced, is that no group and no existing organization can at the moment speak out for all advertising interests in a voice clear enough and strong enough—and quickly enough—to be hearkened to by big and little advertisers, big and little agencies, big and little media of all kinds, and big and little suppliers, as well as by legislators, educators and the general public.

We said some months ago that advertising needs some sort of centralized organization to act as an effective plans board, or general staff, to coordinate and implement the work of the multitude of existing organizations. We reiterate the need for such a general staff, to make certain that advertising's public relations activities march forward vigorously and with coordination on all fronts—including prompt and forthright denunciation of unwarranted slurs on advertising from whatever source.

Existing organizations can, we are convinced, handle the day-to-day work. But some sort of a coordinating and planning committee, whose personnel have the stature and the reputation in the business to make their judgments meaningful, is needed to keep a constant watch over the whole broad horizon, to make certain that something is done when something needs doing, and that the activities of various groups complement each other, rather than canceling each other out.

Advertising can no longer stand mute. It must act as vigorously, quickly and forthrightly to protect itself from false charges as it does to purge itself of unsocial acts within its own house.

Gladys the beautiful receptionist

—Annette Lawrence, Newark Star-Ledger, Newark, N. J.

"I dreamed I was writing Formfit copy in my Maidenform bra."

What They're Saying . . .

The Foolish Selling Point

The big three auto makers have been asked by the Federal Trade Commission to cease and desist from claiming that their compact cars will average up to 30 miles a gallon—or whatever the figure may be—under ordinary driving conditions.

I think this is an excellent example of the way in which institutions lag behind the public. For there simply is no need to make such claims—the motorist does not believe them, and would not very much care even if they were true.

Nobody, so far as I can determine, buys a car because it gives 29 miles to the gallon, while another gives only 28. And the compacts, especially, are so close in size, engine capacity and economy that a small superiority in gasoline mileage is almost meaningless.

I can tell the auto makers some of the things the motorist is looking for, rather than a tiny saving in gasoline. Whenever there is a heavy rainstorm, or a slight blizzard with a strong wind, dozens of cars can be found stalled along the highways.

The engines simply conk out, often because the ignition system gets wet. Is it too much to ask that the car be given better protection against wetness seeping into the engine?

And cannot the starting system be improved for cold weather driving? With all the mechanical genius available in our auto plants, is it not possible to weather-proof the vitals of a car? For every one mechanical breakdown I have had—and they are rare in American cars—I have been disabled a dozen times by coldness, wetness, or over-heating.

Most motorists would be delighted to obtain a little less mileage per gallon in return for greater reliability. It is the tow-trucks, and the battery charges, and the hours of waiting in an indifferent garage that sour us on the products we so proudly bought . . .

What's the point of saving a few pennies on gas mileage and then giving many dollars to the tow-truck man? Like horsepower, miles per gallon makes a foolish selling point for cars.

—From "Strictly Personal," Chicago Daily News column by Sydney J. Harris.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 630 Third Ave., New York 17 (YUkon 6-5050); National Press Bldg., Washington 4, D. C. (RE 7-7659); 806 New Center Bldg., Detroit 2 (TR 2-7211); 8217 Beverly Blvd., Los Angeles (Olive 1-3710).

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor. **Jarlath J. Graham**, managing editor. **Don Morris**, assistant managing editor.
Senior Editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Merle Kingman**.
Associates: New York—Lawrence Bernard, Phyllis Johnson, Ramona Beehtos, Frank Sinclair, Rance E. Crain. Chicago—**Albert Stephanides, Shirley Ulman, Emmett Curme, Lawrence E. Doherty, Cynthia Eaton, Helen Barnett.** Detroit—**Hugh C. Quinn.** Los Angeles—**Denis Higgins.**
F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **John B. Carlson**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Malecki, B. Richard Weston, Don Walsh.** Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Murray Packard.** Los Angeles: **Richard E. McCarty**, Western Advertising Manager, 8217 Beverly Blvd., OLive 1-3710. San Francisco: **Wm. Blair Smith**, 22 Battery St., YUkon 1-1299. Portland, Ore.: (Frank J. McHugh Co., 520 S. W. Sixth Ave., CA 6-2561) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co., 101 Jones Bldg., MA 4-3840) **Thomas A. Knowles.** London: Publishing & Distributing Co., Ltd., Mitre House, 177 Regent St., London W1. Paris: Gerard Lasfargues, 186 Boulevard Malesherbes, Paris 17.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

Unlike some other tv performers, Ed Sullivan doesn't see anything wrong with the rating services. He says they haven't had any difficulty finding out which variety show the public likes best.

•

The conservative British public thinks the present and future of advertising are all right, oversubscribing an offering of shares of an agency company and pushing the price higher when the stock went on the open market.

•

Testifying about packaging at a Senate hearing, Marya Mannes said supermarkets have come to be one of the greatest exercises in planned confusion since the bazaars of Samarkand.

But they didn't know anything about modern packaging.

•

Those who are impatient for early solution of integration problems should note that five members of the National League All-Star starting team are colored, including a first baseman who is White.

•

A. S. Trude Jr., Clinton E. Frank media head, says that electronic computers add a lot to the operating efficiency of an advertising agency. And besides they don't mind working overtime.

•

The American Medical Assn. doesn't agree with the Kefauver committee on pharmaceutical promotions. Like most other people, doctors have a soft spot in their hearts for the dispensers of free samples.

•

Admiral Rickover asserts that defense secrets have been revealed by toy makers in their replicas of U. S. equipment. The next question is, "Who gave the toy manufacturers the data for their scale models?"

•

Pepsi staged a big promotion for those who think young in Atlanta, cradle of the cola drink empire, but as far as is known did not discover that the demand for an ancient product called Coca-Cola has gone with the wind.

•

Bob Sarnoff told readers of the *Post* that pay tv is failing because people are getting everything they want free.

And so far nobody has come up with a proposal to shoot Santa Claus.

•

Al Capp thinks that kidding the pants off advertising with a series of strips on "Mockaroni" is good, clean fun, but then Al seldom knows on which side his bread is buttered.

•

A public relations firm is looking for a man who includes lobbying in his background of experience.

And if his lobbying efforts have been successful, so much the better.

•

A Philadelphia agency is advertising for a "working" copywriter, a term which implies that the successful applicant must be able to do more than talk a good game.

COPY CUB.

69 PERCENT

OF DELAWARE VALLEY'S

AUTOMOTIVE SALES

ARE MADE

IN THE SUBURBS

The Philadelphia Inquirer delivers your advertising to 27% more suburban men readers than does any other Philadelphia newspaper.

Sources: Sales Management Survey of Buying Power; Continuing Study of Adult Newspaper Readership by Sindlinger & Company, Inc. based on over 70,000 interviews, 1957-60. (Summary of 1960 study available on request.)

PHOTO: ROBERT STEINAU

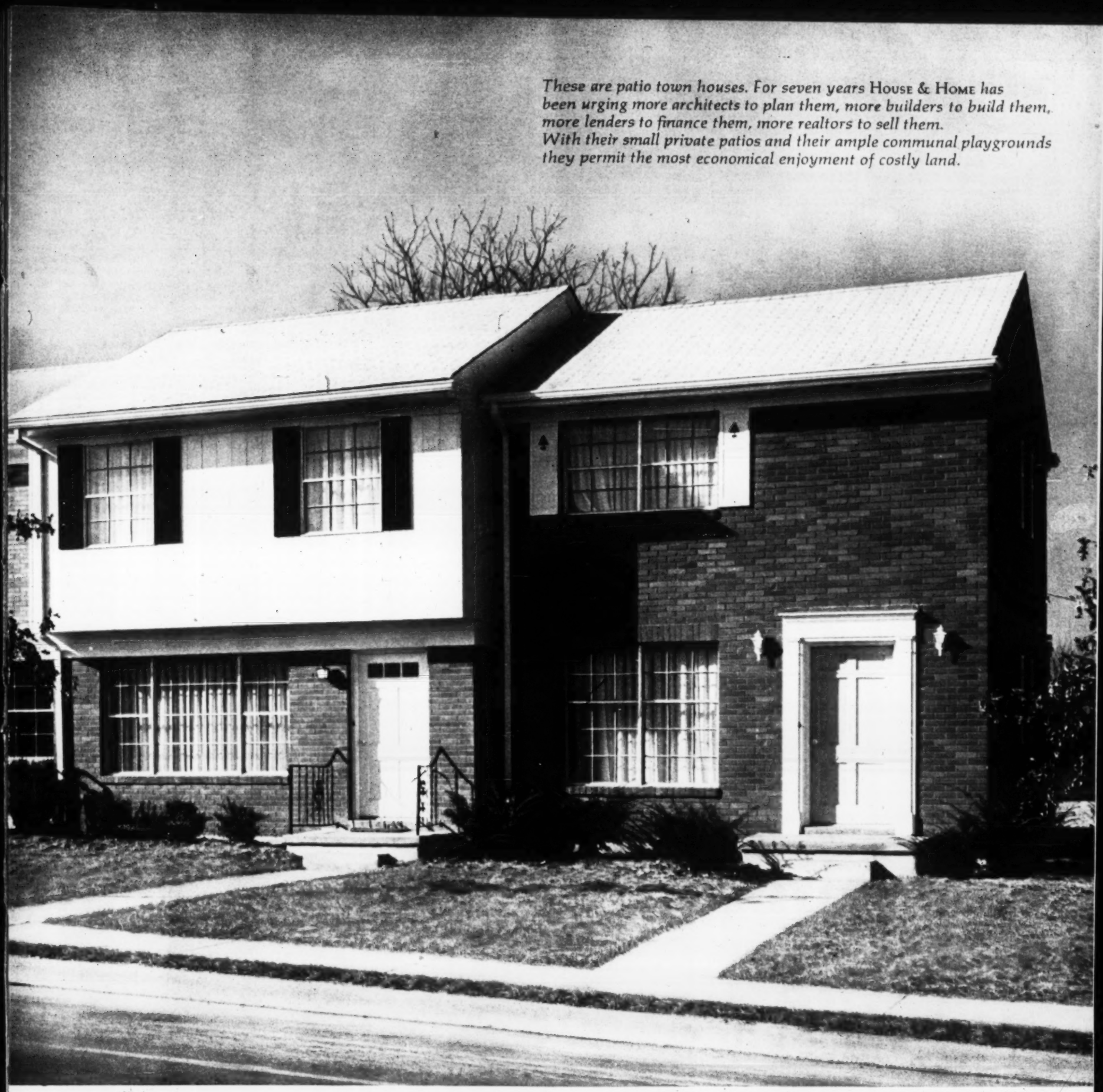
THE CHANGING FACE OF AMERICAN HOUSING:

Want to buy a town house?

Less than 24 hours after HOUSE & HOME published this picture, scores and then hundreds of housing professionals began telephoning, telegraphing, writing, and even traveling hundreds of miles to see for themselves how so much was done for so very little in these houses.

Builders came to see them.
So did government officials—city, state and federal.
So did distributors and dealers of housing products.
So did architects, designers, mortgage lenders, realtors, even house salesmen.

These houses were privately built to redevelop one of the worst slum areas in Louisville, Ky. Nearly 500 were sold to Negroes. Air-conditioned, they sell for nothing down and as little as $63 a month!



These are patio town houses. For seven years House & Home *has been urging more architects to plan them, more builders to build them, more lenders to finance them, more realtors to sell them. With their small private patios and their ample communal playgrounds they permit the most economical enjoyment of costly land.*

These sell for as low as $63 a month—air-conditioned!

This is a fine example of what private enterprise can do when it turns its know-how to urban renewal.

Urban renewal is the big new market for housing and everything that gets built into houses. One purpose of the Kennedy housing program is to get the whole industry into the renewal act —architects, designers, builders, suppliers, lenders, appraisers and realtors alike.

These are the all-important housing professionals whose help manufacturers will need if they want to sell their products into any kind of building— to get their products designed in, built in, appraised in, financed in, delivered in, sold in.

So ask yourself these three important questions:

1) Will these professionals give you all the help you need to make more sales?
2) Do they know enough about your products' quality and sales appeal to want to sell them for you?
3) Are you doing enough to get your selling story across to these men whose help is so important to you?

House & Home—and only House & Home—is read by almost everybody who could help you make more sales, so House & Home is mighty important to your selling.

House & Home

published by TIME INC.

Any Toothpaste Can Clean Smoke Stains, Lever Lawyers Say

WASHINGTON, July 5—Almost any old toothpaste can remove smoke stains from teeth or from enamel, lawyers from Lever Bros. contended last week before the Federal Trade Commission to show that Pepsodent's ability, to scrub away smoke stains, makes for unrigged tv commercials.

In January, 1960, FTC charged Lever Bros. with misrepresenting that Pepsodent is effective in removing the smoke stains from the teeth of all smokers. The complaint cited as invalid the company's stain-removing tv demonstrations, in which smoke stains on an enamel plate were scrubbed away by Pepsodent.

Although the company's lawyers offered all sorts of evidence to document Pepsodent's stain-removing powers on enamel, pulled teeth and teeth still in the mouth, they also cited reports by eminent dentists that any "mildly abrasive" dentifrice will do the job.

■ On the other side of the legal fence, FTC's case rested on the contention that it's the toothbrush, not toothpaste, that gets rid of stains. FTC lawyer Frederick McManus quoted from a 1958 hearing on false and misleading dentifrice advertising to lend authority to the pro-toothbrush argument.

Mr. McManus was also angling toward the point that enamel plate and the surface of teeth aren't similar because one is dry and the other is wet. Further, the enamel plate doesn't have crevices, as teeth do, he pointed out.

The two-day hearings never did get enmeshed in controversy over the chemical makeup of enamel plate versus teeth, as developed in previous hearings (AA, Oct. 10, '60).

■ Mr. McManus questioned the validity of tests Lever Bros. offered in evidence on the ground that they didn't employ adequate controls. He conceded, however, after viewing slides of the tests, that it wouldn't be "palatable" for the Pepsodent tv commercials to show the smoke-removing test performed on real or extracted teeth.

In the course of the hearing, it was pointed out that the final language of the tv commercial read, "enamel like the hard surface of your teeth," instead of the original, "enamel like your teeth."

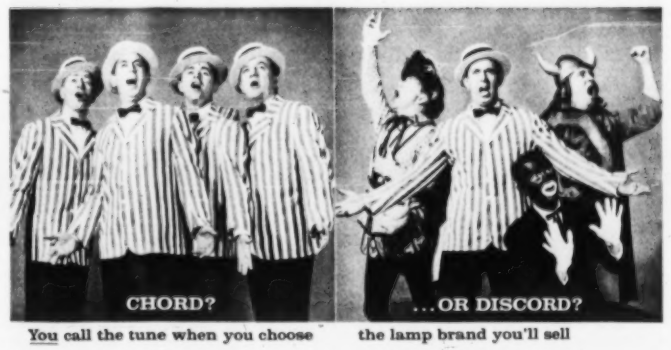
Dr. Anthony Picozzi, a Lever Bros. researcher, said he suggested the change because there are microscopic differences between teeth and enamel, but for the purposes of the experiment they were both practically similar. Another Lever Bros. witness, Dr. Grant van Huysen, professor of oral anatomy at Indiana University, said, "We don't care about the microscopic differences because our study is with the unaided eye." ≠

Zenith, Moose Open Drive to Conserve Hearing

Zenith Radio Corp. is cooperating with the Loyal Order of Moose in the organization of a nationwide hearing conservation program to be conducted by members of the Moose. Zenith contributed technical equipment and trained personnel to help organize the program.

Roche, Eckhoff Adds Two

Roche, Eckhoff & Associates, Los Angeles, has been named to handle advertising for Cert Corp., operator of the Mayfair Executive House, a Los Angeles hotel, and for Strata Corp., Los Angeles, developer of West Palm Springs Estates.



CHORD OR DISCORD?—*Sylvania lighting division of General Telephone & Electronics Corp., Salem, Mass., is using b&w spreads like this in a new trade campaign built around the theme: "Sylvania competes with other brands—not its own distributors." Kudner Agency, New York, prepared the campaign.*

Arthur Gray Joins Kastor, Hilton; Miami Office Expands

Arthur Gray, formerly national sales manager of WTVJ, has joined the Miami office of Kastor, Hilton, Chesley, Clifford & Atherton as an account supervisor. The one-year-old branch office is moving to larger quarters at 3601 N. W. Seventh St.

Chalek & Dreyer Names Two

Seymour Ullman, vp and merchandising director of Chalek & Dreyer, New York, has been named senior vp of the agency. Chalek & Dreyer also has named Roland Spival, formerly assistant ad manager of SureFit Products, a copy-contact man.

Aves Promotes Davison

Edward F. Davison, an account executive of Aves Advertising, Grand Rapids, Mich., has been promoted to vp.

IT'S
BACON'S
for
COMPLETE
COVERAGE
of
MAGAZINES!

BACON'S CLIPPING BUREAU
14 E Jackson Blvd
Chicago 4, Illinois
WAbash 2-8419

● There's only one way to get complete and reliable clipping coverage of magazines. BACON'S is the specialist in magazines. 25 years experience has built a complete list and unmatched methods for clipping accuracy. BACON'S is a must!
Ask for Bulletin 59

OUR READING LIST
Published as complete publicity directory. BACON'S PUBLICITY CHECKER —now with quarterly revisions. 100% accurate. 352 p.p —$25.00. Send for your copy today!

What's Up?

Ad linage up 91% at the ROTARIAN!

January through June issues of this 50-year-old publication show an outstanding 91% advertising linage increase during a period of generally decreased magazine advertising volume.

HERE IS A PARTIAL LIST OF USERS OF MAJOR SPACE UNITS WHO HAVE DISCOVERED THE ROTARIAN IN RECENT ISSUES—

Time Magazine
Sports Illustrated
Marchant Division, S-C M. A. B. Dick Company
Minnesota Mining and Manufacturing Company
Pitney-Bowes, Inc.
Stenocord Dictating Machines
Qantas Airline
Northwest Orient Airlines
Japan Air Lines
Pan American World Airways
Trans World Airlines, Inc.
Argentine Airlines
Canadian Pacific Airlines
P&O-Orient Lines
American President Lines
Northern Pacific Railway
Mexican Government Tourism Department
Hawaii Visitors Bureau
Curacao Tourist Bureau
The Prudential Insurance Company of America
Dun & Bradstreet, Inc.
Wheel Horse Products
Kaiser Companies
Spencer Gifts
Fitch Shampoo
Airstream Land Yacht
Tokyo Shibaura Electric Co., Ltd.
Nikon Camera
Minolta Camera
Canon Camera
Hitachi, Ltd.
Sony
Fuji Iron & Steel Co., Ltd.
Palace Hotel (Tokyo)

. . . in addition to many regular schedule advertisers of long standing.

JWT Develops Way to Evaluate India Cities as Markets

NEW YORK, July 5—A unique guide to the consumer markets in India has been compiled by the J. Walter Thompson Co. of that country.

The guide, a 70-page manual, ranks 504 cities by an index number derived from 12 economic criteria. Each of the cities has a population of more than 20,000, and these cities account for 70% of the total urban population and a much higher proportion of spending power.

Called "Thompson Consumer Index of Markets," the guide is designed to enable marketers to tell at a glance the relative market potentials of different Indian cities.

In developing the index numbers, JWT used the Greater Calcutta market as a base. This market has a population of 4,627,980 and was given an index of 100. The other markets were all measured against this base.

The 12 components represented in the index number: Population; population other than farm and factory labor; increase in population (1941-1951); number of literates; number of radio sets; number of private cars; number of banks; number of doctors; number of druggists; number of movie houses and number of movie house seats; domestic consumption of electricity.

■ JWT believes this study is a pioneering one because of the absence of market data for many Indian cities. Previously, the agency pointed out, manufacturers and distributors were forced to rely on population figures to set sales targets. The study shows clearly that this method is inadequate. For example, the city of Madras, with a population of 1,511,063, gets an index of 33.23, while Delhi, with a population of 1,437,134, has a 25% greater market potential, with an index of 41.21. Or, to take a more glaring example, the city of Ludhiana in the Punjab has a comparable population to the city of Koil-Aligarh in Uttar Pradesh, but its index number of 4.88 is more than twice as great as that of Koil-Aligarh.

JWT has divided the markets into A, B and C categories, and this breakout shows that consumer markets in India are highly concentrated in the big urban centers. The 26 cities in Category A account for 46.2% of the total market, based on their index numbers; the 57 cities in Category B have 17.6% of the market; and the 421 cities in Category C have the remaining 36.2%.

■ Next to Calcutta, the biggest market in India is Greater Bombay, with a population of 3,216,904 and an index number of 79.56.

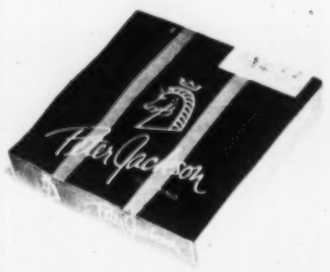
Limited numbers of the "Thompson Consumer Index of Markets" are available, at $3 per copy. #

Reder Joins Radiant

William R. Reder, formerly advertising manager of the Dutch Brand division of Johns-Manville, has joined Radiant Mfg. Co., Morton Grove, Ill., as advertising and merchandising manager. At the same time, B. J. Pilchen has been named sales promotion manager and M. J. Jenson has been named advertising supervisor.

Moonahan, Elder to North

Bonnie Moonahan and Ann Elder have joined the copy staff of North Advertising, Chicago. Miss Moonahan was formerly with H. M. Gross Co., Chicago. Miss Elder was with Allied Advertising Agency, Cleveland.



NEW FILTER—*Peter Jackson, new king-size cigaret on the Canadian scene, comes in this b&w package designed by Lippincott & Margulies.*

Peter Jackson Filters Bow in Canada in 'Colorless' Pack

TORONTO, July 5—The color cycle has come full circle with the introduction here of a new king filter cigaret, Peter Jackson.

The brand has been launched in a b&w package. The only color is a unicorn embossed in gold on the front panel, with two gray stripes on each side. Gold foil is used as liner inside the slide-and-shell box, while a silver foil carton with black overprinting has also been created.

The package was designed for the manufacturer, B. Houde & Grothe Ltd., by Lippincott & Margulies, New York.

■ Peter Jackson filters are a companion brand to the company's DuMaurier, claimed to be the leading filter in Canada. The new king filter was launched in Toronto, and is now being introduced in other Canadian markets.

A special four-color lithographed folder is being inserted in leading morning newspapers for the kick-off campaigns now under way. They will be followed by regular black-and-one-color 1,200-line ads.

Vickers & Benson, Montreal, is the agency. #

Sue Ann Names Lilienfeld

Sue Ann Food Products Corp., Chicago, has named Lilienfeld & Co., Chicago, as its agency.

What's New?

NEW MEDIA—MARKET STUDY

Market Facts, Inc., has just submitted their final report on a new media-market study of THE ROTARIAN. This study covers a broad range of subjects, giving advertisers an opportunity to assess the publication and the market in the light of well validated information.

Interested advertisers and agencies are invited to write now for specific data. Or our representative will be pleased to show you the complete report prior to printing and distribution.

HERE ARE A FEW OF MARKET FACTS' FINDINGS:

Median annual family income—$13,149; 88% own homes; average home value—$28,733; median age—52; 49% have children under 18; 54% own two or more cars; 73% own stocks; 44% own income producing property.

52% were classified as business executives, 11% managers or department heads, 27% professional, 10% other; 77% have authority to purchase or approve company equipment and supplies.

13% hold an elected or appointed municipal office and 52% were on school, hospital or church boards.

Much additional data available, including personal and business ownership and buying intentions of a wide range of specific items, recreation and travel markets, etc.

NEW STARCH READERSHIP STUDIES

Two of a series of Starch Readership Studies have been completed by Daniel Starch & Staff. THE ROTARIAN is the only book in its field offering agencies and advertisers the opportunity to check ad readership.

Supplementary research is being conducted in connection with these studies, giving advertisers an opportunity to assess the publication in terms of reader habits and characteristics. Write for information or contact our representative.

NEXT STARCH STUDY—OCTOBER ISSUE. CLOSING DATE—AUGUST 18

NEW CIRCULATION BASE

THE ROTARIAN continues to show a steady circulation increase. Latest ABC Publisher's Statement shows 374,568 average total paid circulation for the six months period. Total distribution is now more than 390,000 copies per issue. Cost per page per thousand is now only $3.88. 80% of circulation is delivered to areas of less than 50,000 population. These factors give advertisers an excellent opportunity to *balance* media schedules at low cost.

NEW "SHOPPER'S WORLD" MAIL ORDER DEPARTMENT

A new and economical way for reputable mail order advertisers to sell a select market. Excellent potential for personal, family, and business products and services. Starch and Market Facts' research indicates more than 6 out of 10 wives of subscribers read THE ROTARIAN. Write for special rate information and other details.

NEW COMBINATION FREQUENCY DISCOUNT WITH *REVISTA ROTARIA*

REVISTA ROTARIA, companion edition printed in Spanish with 40,000 ABC circulation in the Latin-Americas, offers international marketers highly select personal and business markets at low cost.

Advertisers who use both THE ROTARIAN and REVISTA ROTARIA may combine number of insertions used in each book during a 12-month cycle to earn the maximum frequency discount in *both* publications. Write for study of REVISTA ROTARIA market and other details.

AUDITED PAID CIRCULATION ABC

The ROTARIAN

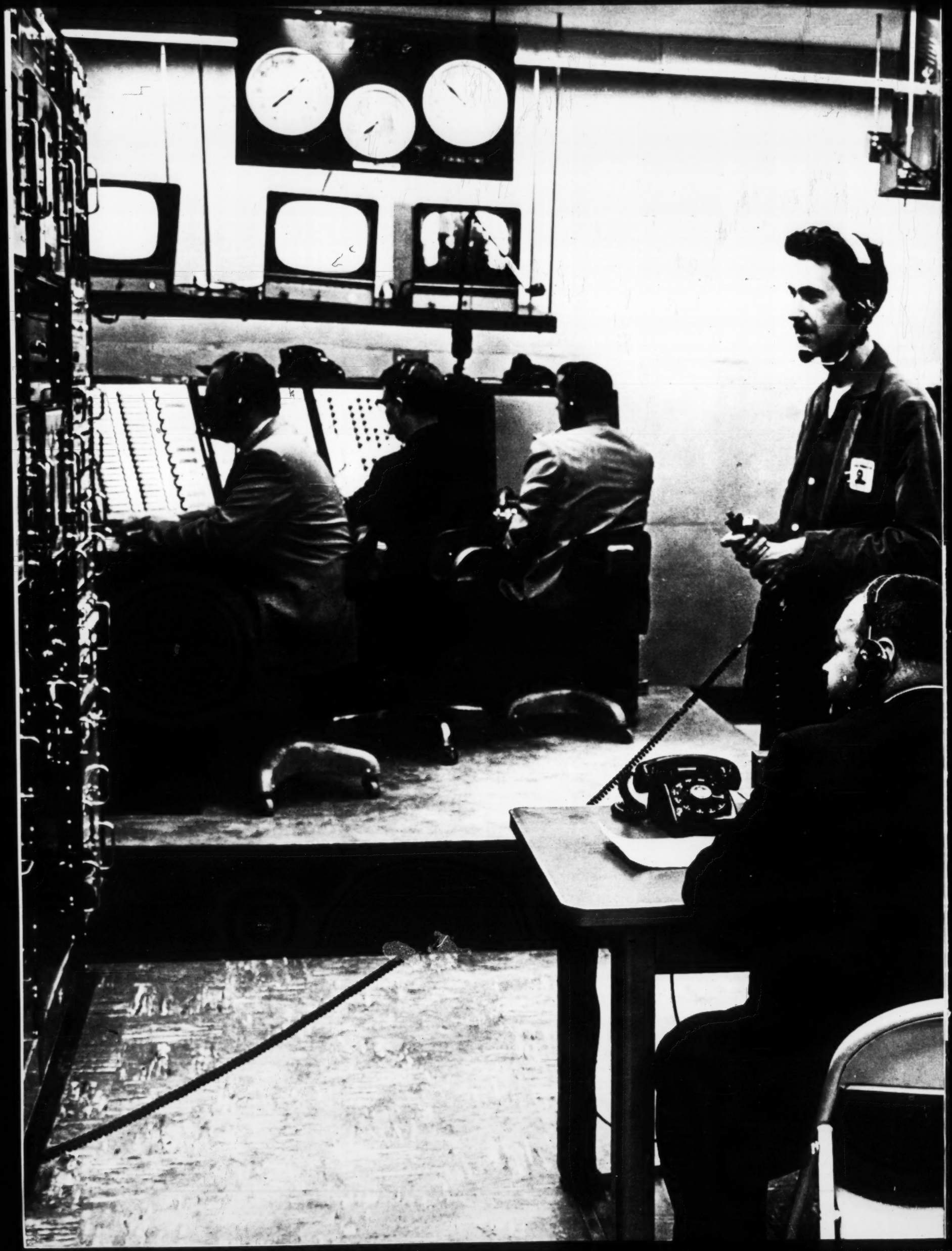
OFFICIAL PUBLICATION OF ROTARY INTERNATIONAL

1600 Ridge Avenue Evanston, Illinois

KSLA TV

TEXAS ARKANSAS LOUISIANA SHREVEPORT

HARRINGTON, RIGHTER & PARSONS, INC.
national representatives



BASIC TEST FOR MEDIA SELECTION:

Ask anyone, anyone you're trying to sell in the aerospace market, what publication he reads and respects most.

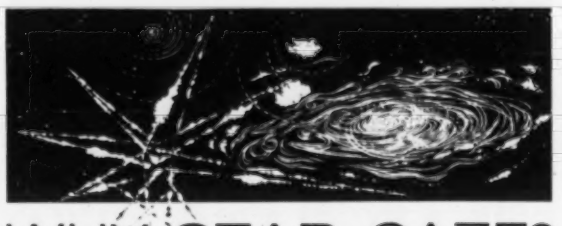
A powerful editorial force is a powerful selling force.

Aviation Week
and Space Technology

A McGraw-Hill Publication. 330 West 42nd St., New York 36, N.Y.

ABC PAID CIRCULATION 80,481

Blockhouse—Martin-Denver



WHY STAR GAZE?

From Alaska to Australia and all around the world, scientists scan the sky with giant radio-telescopes, "listening" for the music of the spheres. To these radio astronomers the night is never silent. Ageless unseen stars talk to them; and from the mass of hisses and crackles, electronic instruments pinpoint a growing number of new friends, making up a radio map of the sky far different from the sky as we know it. These dedicated scientists include hundreds of members of The Institute of Radio Engineers. Through them and their writings in *Proceedings of the IRE*, a world-wide pool of knowledge is brought to our nation.

While some IRE members are thus reaching out beyond our Universe, many thousands of others are working as devotedly on matters that concern our own planet. The IRE encourages both, rewarding research that is useful but not necessarily spectacular.

Fittingly, the IRE's Medal of Honor, highest annual technical award in the field of electronics, goes in 1961 to a man whose researches apply not just to our own world but to possible links with other worlds as well. His field: communications networks. Dr. Ernst A. Guillemin gets the award for "Outstanding scientific and engineering achievements."

Join the IRE in fostering worthwhile research; advertise in *Proceedings!*

Proceedings of the IRE

Adv. Dept., 72 West 45th Street, New York 36 MUrray Hill 2-6606

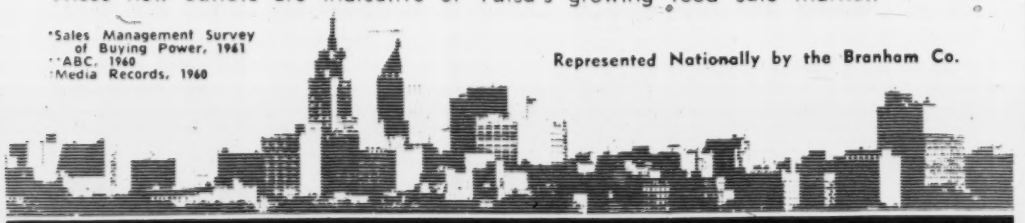
FOOD SALES ARE REALLY BIG BUSINESS IN TULSA!

The resounding ring of cash registers totaled 379 million dollars in retail food sales in Tulsa's 40-county Magic Empire in 1960. In metropolitan Tulsa alone, this super market amounted to over 124 million dollars*. This big-spending audience is reached with an astounding 93% coverage by the Tulsa World and The Tulsa Tribune. That's one good reason why advertisers placed more food advertising in the Tulsa World and The Tulsa Tribune than any other two newspapers in Oklahoma† They pack the selling punch in this vital Tulsa market. For more information, write or call us, or contact a Branham man.**

SAFEWAY PLANS NEW MULTI-MILLION-DOLLAR WAREHOUSE IN TULSA!
Construction will begin this summer on this multi-million-dollar Safeway food distribution center, which will serve 40 stores in Eastern Oklahoma. Safeway also will begin construction soon on three new stores in metropolitan Tulsa. These new outlets are indicative of Tulsa's growing food sale market.

*Sales Management Survey of Buying Power, 1961
**ABC, 1960
†Media Records, 1960

Represented Nationally by the Branham Co.



The TULSA WORLD and THE TULSA TRIBUNE

MORNING ● SUNDAY ● EVENING

Getting Personal

Social notes from Seattle: Admen (and women) attending the Seattle convention of the Advertising Assn. of the West were treated to a unique piano team one evening when **Walter Guild** of Guild, Bascom & Bonfigli and **George Weber** of Cole & Weber displayed their considerable talents. They were joined in a couple of solid blues numbers by the sultry voice of **Charlotte Eymann** of the Sacramento adclub. Later in the evening **Everett Runyon** of California Packing got into the act, using a pair of nickels for some impromptu drumming . . . Defending the musical honor of the host city at still another session were **Lex McAtee** and **Bob Karolevitz**, incoming president and 1st vp, respectively, of the Seattle adclub. Lex (on the drums) and Bob (on the clarinet) joined with some other cats in an unscheduled jam session at the Town & Country Club . . .

Bob Schmelzer, vp and management supervisor at Benton & Bowles, New York, will become (1) an author and (2) a father-in-law in coming months. His daughter Suzanne will marry **Jack Shipman,** a research director at Lennen & Newell, and then in October Viking will bring out Bob's first literary effort, "Cross Wind," which will be published under the pen name of Robert Henry . . .

Klinkert Williams Greenwald Tilt

AD INSPIRED—*A four-color ad designed to whet the appetite for Holland cheese proved to be the inspiration for an oil painting by Robert C. Greenwald, head of advertising and promotion, foreign sales division of Texaco. Here the artist shows the result to Jan Klinkert, U.S. representative of Holland Cheese Exporters Assn., who holds a tearsheet of the ad prepared by Erwin Wasey, Ruthrauff & Ryan. The other two art critics are from the agency: David B. Williams, EWRR president, and Albert Tilt, vp and account supervisor.*

Big game hunter **Frank E. Delano** (he's senior vp of Foote, Cone & Belding when he isn't on safari), in the July issue of *Sports Afield*, tells the tale of bagging a ferocious giant forest hog in the jungles of Kenya. Rated with the bongo as Africa's most difficult animal to hunt, the hog is one of the "world's rarest trophies." The article is illustrated by **Fred Ludekens**, another senior vp of Foote, Cone . . .

Sam Meek, director of J. Walter Thompson Co., is new chairman of the advertising and publishing division of the $50,000,000 campaign for the Columbia-Presbyterian Medical Center . . .

Cue publisher **Edward Loeb** and wife Helen have announced the June 23 arrival of their first child, Scott Edward, who for good luck weighed in at 7 lb. 11 oz. . . **John Fuller**, associate manager of the *Ladies' Home Journal* New York sales office, and wife Deanne are being congratulated on the birth of their second child, first daughter, Robin, June 19 . . .

For the second consecutive year **Barbara Draper**, continuity director of KCMO, Kansas City, Mo., has won first place in the national writing awards of the National Federation of Press Women. Her entry was in the radio-tv commercial division . . .

New York Advertising Man's Post #209 of the American Legion has presented its Gray-Russo award to **Gould R. Kardashian**, vp of Chase Manhattan Bank. A past commander of the post, Mr. Kardashian was honored for his contributions to various post activities for helping handicapped and paraplegic veterans, including its "Just One Break" job placement program and its Veteran's Hospital Radio & TV Guild for entertainment in V. A. hospital mental wards . . .

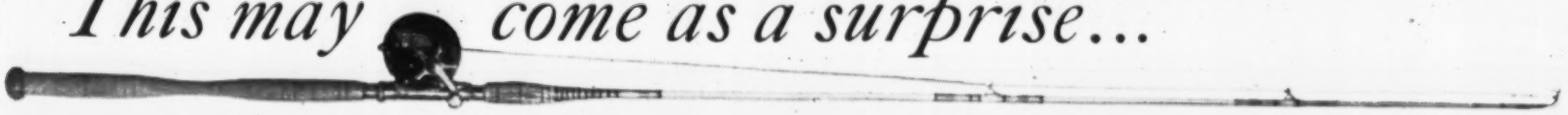
Gay Griscom, daughter of **Bronson Winthrop Griscom**, board chairman of Griscom Publications, Glen Cove, N. Y., was married June 27 to John Mehegan, an instructor in jazz improvisation at Julliard . . .

James N. Cargill, president of Cargill, Wilson & Acree, Richmond, Va., has been awarded the first "man of the year" award presented by the Richmond adclub. Wanting an unusual award trophy, the club commissioned a Giacometti-type sculpture for $150 from an art student at Richmond Professional Institute . . .

Global Gadabouts—**Lloyd Hollister**, publisher of five Chicago suburban newspapers, is back from Japan where he was reelected treasurer of Rotary International at the annual convention . . . On a three-month European tour is another Chicago publisher—**Kay Kneisly**, president of Irving-Cloud Publishing Co. He's expected back Aug. 1 . . . And **Leo Pambrun**, ad and sales promotion exec of Pacific Airmotive Corp., Burbank, took a European sojourn, attended the Salon de L'Aeronautique—international air show—in Paris. He helped design and set up the Airmotive exhibit there . . .

On Deck—**John Hoefer**, president of Hoefer, Dieterich & Brown, San Francisco, and a captain in the U. S. Naval Reserve, has been chosen to attend the 1961 defense strategy seminar this month at the National War College in Washington . . . Adman **Paul S. Smith**, vp of Smith Co., San Francisco, recently received his captaincy in the U. S. Naval Reserve . . .

This may come as a surprise...



BUT Geographic families are exceptionally SPORTS-MINDED

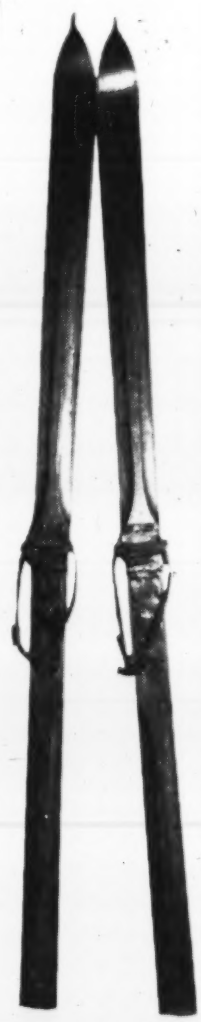
Like many things people *think* are so about the National Geographic audience, any impression you may have that its families stay by the fire and look at postcard collections in their leisure time is 'way out on the wrong side of third base. Let our latest readership study set you right.

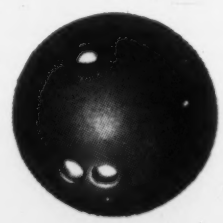
The Geographic audience is a giant one exceeding 2,500,000 homes. And when we surveyed Geographic families recently, we found that about 2 out of every 3 had bought some kind of sports equipment in the past 12 months.

What's more, the average Geographic family buying sports goods last year spent $152 for it. (The average U.S. family spends a conservative $37, according to the Department of Commerce.) Or—if you'd like to take a more cosmic outlook—*the Geographic audience represents a $219,000,000 annual market for sporting equipment!*

But wait—that's not all. Over 1/3rd of all Geographic families belong to some kind of sporting or athletic club. And, despite their imposing purchases last year, they already own a handsome mountain of sports gear. What? Well . . . over 10,000,000 golf clubs, 5,000,000 fishing rods, nearly 2,000,000 rifles, over 2,000,000 pairs of ice skates, 1,800,000 tennis racquets, 500,000 bowling balls. In fact they even own something like 104,000 skin diving outfits and 220,000 pairs of water skis.

"Sit-by-the-fire", indeed! Anyone who thinks this describes today's Geographic families is plainly nodding over his sassafras tea. Here is an active, modern, pushing-ahead group of customers. In busy lives like theirs—there's room for what you sell. Serve your message into the Geographic family's court . . . and brace yourself for a quick return.





THE NATIONAL GEOGRAPHIC

Washington 6, D. C.

ORC Finds Imported Products Winning Increasing Favor

Opinion Research Corp., Princeton, N.J., has found little sentiment in the nation to "buy American." Reporting results of a national survey, ORC confirmed that many Americans are now buying imported products. According to the survey, in the two-year period ended last November, seven out of ten Americans reported buying at least one foreign product—and 78% of this group expressed satisfaction with their purchases.

ORC predicted that import sales will increase because of their popularity among younger persons. In the 21-29 age group, 83% bought foreign products, compared with 43% in the over-60 group. The ORC survey was based on a probability sample of 537 households.

WESTERN HORSEMAN
THE EYE FOR A BILLION DOLLAR MARKET; INSIDE FACTS ON THE WESTERN HORSEMAN READERS.
Send for a Copy Today.
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

Chrysler's Wagstaff Retires

James B. Wagstaff, vp of Chrysler Corp. since 1958 and the first director of advertising for Plymouth division, has retired. A graduate attorney, Mr. Wagstaff joined the corporation in 1928 as assistant sales promotion manager of the Chrysler division. The following year he was named director of advertising and sales promotion of Plymouth. In 1936 Mr. Wagstaff joined the De Soto division as general sales manager, and in 1958 he became a vp of the corporation and general manager of De Soto.

Seat Belt Ads Aim to Refute Idea That Users Are Neurotic

NEW YORK, July 5—If you're one of the majority of motorists who don't use seat belts, chances are you think anyone who does is neurotic, nutty, or just a little off the beam.

That's what a survey taken by G. M. Basford Co. turned up for a "Seat belts save lives" campaign for the National Safety Council. Basford is the voluntary agency for the public service campaign, being handled through the Advertising Council.

"Our survey indicated this is an emotional and psychological problem, and we have tackled it on that basis," said Winsor H. Watson, vp and creative director at Basford, at the official unveiling of the campaign last week.

■ "Our approach is not to have people think they're nutty if they install seat belts," he said. To counter this emotional block, the campaign would be built around the theme: "Seven logical reasons for making an emotional decision."

LOVING CARE IS NEEDED
when you're driving, too!

No ads will show "wrecks, blood or maiming," Mr. Watson added. Nor will they use slogans like "The life you save may be your own."

He displayed three sheet posters, car cards, magazine and newspaper ads, tv spots (and a tv storyboard still in the making) to be used in the drive. #

Money *moves* in Cleveland

Here is the large market with an average effective buying income (a high $8,035 per Cuyahoga County family) based on a staunch and well diversified industry. This is the market that produces retail sales *larger* than those of any one of 38 entire states. It's an easy market to reach and sell for the Plain Dealer is a direct line to the families who spend for *everything*.

$4,373,596,000 RETAIL SALES
larger than any one of 38 entire states.

METROPOLITAN CLEVELAND
ADJACENT COUNTIES

only The PLAIN DEALER
sells the ENTIRE Cleveland Market
6TH IN AMERICA IN TOTAL ADVERTISING

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network. Eastern Resort, Travel Representative: The Kennedy Co., 420 Lexington Ave., N.Y. • 9801 Collins Ave., Miami Beach 54, Fla.

Du Pont to Use 'Vogue' to Push Sweaters

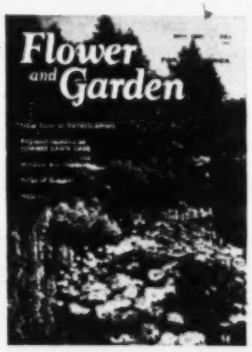
Upon learning that 96% of sweater gifts given to men were presented by women, E. I. du Pont de Nemours & Co., Wilmington, will promote sweaters for spring 1962 in *Vogue* and other women's magazines. Du Pont will also promote its "ventilated knits" on the new hour-long "Du Pont Show of the Week," which begins on NBC-TV Sept. 17 and will run for 40 weeks. Sweater advertising will begin in October and run into January.

The recent Du Pont survey also found that 80% of all men's gift sweaters were given by wives, mothers, girl friends, etc., with wives alone responsible for 60%. Batten, Barton, Durstine & Osborn is the agency.

Galbraith, Hoffman Adds Two

Galbraith, Hoffman & Rogers, New York, has been named to handle advertising for Raleigh Clothes, New York and Baltimore, manufacturer of Raleigh and Naturaleigh men's suits, and for Yolande Corp., New York. Jerry Lichtman Co. formerly handled Raleigh. Yolande, which formerly was handled by Cohen & Aleshire, will run five page and half-page color ads this fall for its new line of loungewear and sleepwear in *Glamour*, *McCall's*, *New York Times Magazine* and *Vogue*.

The grass really must be greener—on our side



How else can you account for Flower and Garden Magazine's ability to stimulate and hold the interest of high income home-owners? Each month, its two regional editions* influence more than 500,000 subscribers (ABC) and 2 million readers who want to live better — in and out of doors — and can afford to turn their decisions into action.

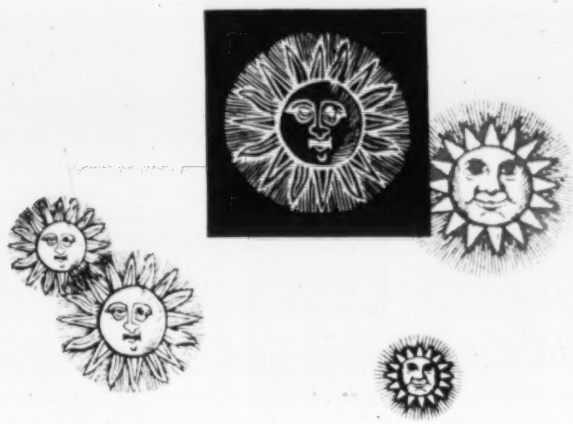
How else, for that matter, can you account for Flower and Garden Merchandiser's penetration of the fluid, growing garden supply market, but to conclude that this fine dealer paper (like its "consumer" counterpart) has also proven its ability to get results.

Every day, more and more advertisers (and their agencies) are moving over to "our side" — and are telling others how The Flower and Garden Group helps advertisers sell more goods and keep them sold.

*A third regional—Flower and Garden's new Western Edition—will be added beginning with January, 1962.

The Flower and Garden Group/543 Westport Road, Kansas City 11, Mo.

The sharpness
and color brilliance
of photoengraved
reproduction has yet
to be surpassed by
any other method.



HM **Hutchings & Melville, Inc.**
custom photoengraving
4043 N. Ravenswood Ave., Chicago 13

AMA Chapter Elects Davidson

William R. Davidson, professor, Ohio State University, has been elected president of the Columbus, O., chapter of the American Marketing Assn. Other new officers include Paul Ahern Kelly, Kelly & Lamb Advertising Agency, president elect; Richard J. Bengston, Battelle Memorial Institute, 1st vp; Campbell Taylor, Columbus Coated Fabrics, 2nd vp; and William M. Jamieson, Battelle Memorial Institute, secretary.

Prescott-Hull Makes Debut

Prescott & Pilz has become Prescott-Hull Inc. and has opened new quarters at 801 W. 5th Ave., Denver. The new name reflects the fact that Jack Hull, who has been with the agency for two years, is a principal. Eugene Pilz sold his interest in the agency last October and has opened his own agency at 777 Grant St., Denver. Sundstrand Aviation, Denver, has named Prescott-Hull to handle its advertising program.

Seattle Adclub Ad Truth Program Is Told to AAW

SEATTLE, July 5—Lex McAtee, president of the Seattle Advertising Club (and ad manager of Frederick & Nelson), opened the 58th annual convention of the Advertising Assn. of the West last week by unveiling a sharp-toothed, 12-point program designed to enforce truth and taste in advertising.

The program includes not only direct action by the club against offending advertisers, but also a clause under which the club would blow the whistle to the Federal Trade Commission.

To give the program added muscle, Mr. McAtee said, the club also hopes to persuade the AAW and other major advertising groups to support and adopt the plan.

"I'm sure no big national agency will be impressed by a lecture from the Seattle adclub, so we need an organization with some weight behind it. We want these parent associations to flex a little more muscle, take a little more initiative, and start a few more fights," Mr. McAtee said.

■ Here's the program, scheduled for adoption by the Seattle group this fall:

1. Establish a code of ethics to be adopted and published by the Seattle adclub.

2. Educate adclub members, including juniors, to recognize misleading advertising as it appears or is broadcast over all types of media.

3. Establish a committee to review malpractice.

4. Encourage all adclub members to report infractions to this committee.

5. Investigate possible avenues of taking action to punish violators:

(a) Friendly discussion with persons concerned; (b) Letter of opinion to media; (c) Action through the Better Business Bureau; (d) Suggesting cease-and-desist order from the Federal Trade Commission; and (e) Recommending prosecution.

6. Refer examples of misleading national advertising to AAW, Advertising Federation of America, or American Assn. of Advertising Agencies, asking that corrective measures be taken.

7. Work more closely with the Better Business Bureau.

8. Inform the governor's office of our intention to be of assistance in policing advertising.

9. Suggest to the governor that an adclub member be appointed to his consumer advisory committee.

10. Take the initiative in the improvement of any existing laws concerning advertising, and in the enactment of new legislation where necessary.

11. Invite other interested groups (copy club, art directors) to participate in the above program.

12. Work toward expansion of the adclub professional and educational activities. ≠

Detroit AANR Elects

Stanley E. Cloutier, of Story, Brooks & Finley, has been elected president of the Detroit chapter of the American Assn. of Newspaper Representatives. Other new officers include Thad S. Hadden, Sawyer-Ferguson-Walker, 1st vp; John L. Scolaro, Scolaro, Meeker & Scott, 2nd vp; Nelson Roberts Jr., Nelson Roberts Co., secretary; and William Shurtliff, Booth Michigan Newspapers, treasurer.

Perlmeter Named Exec VP

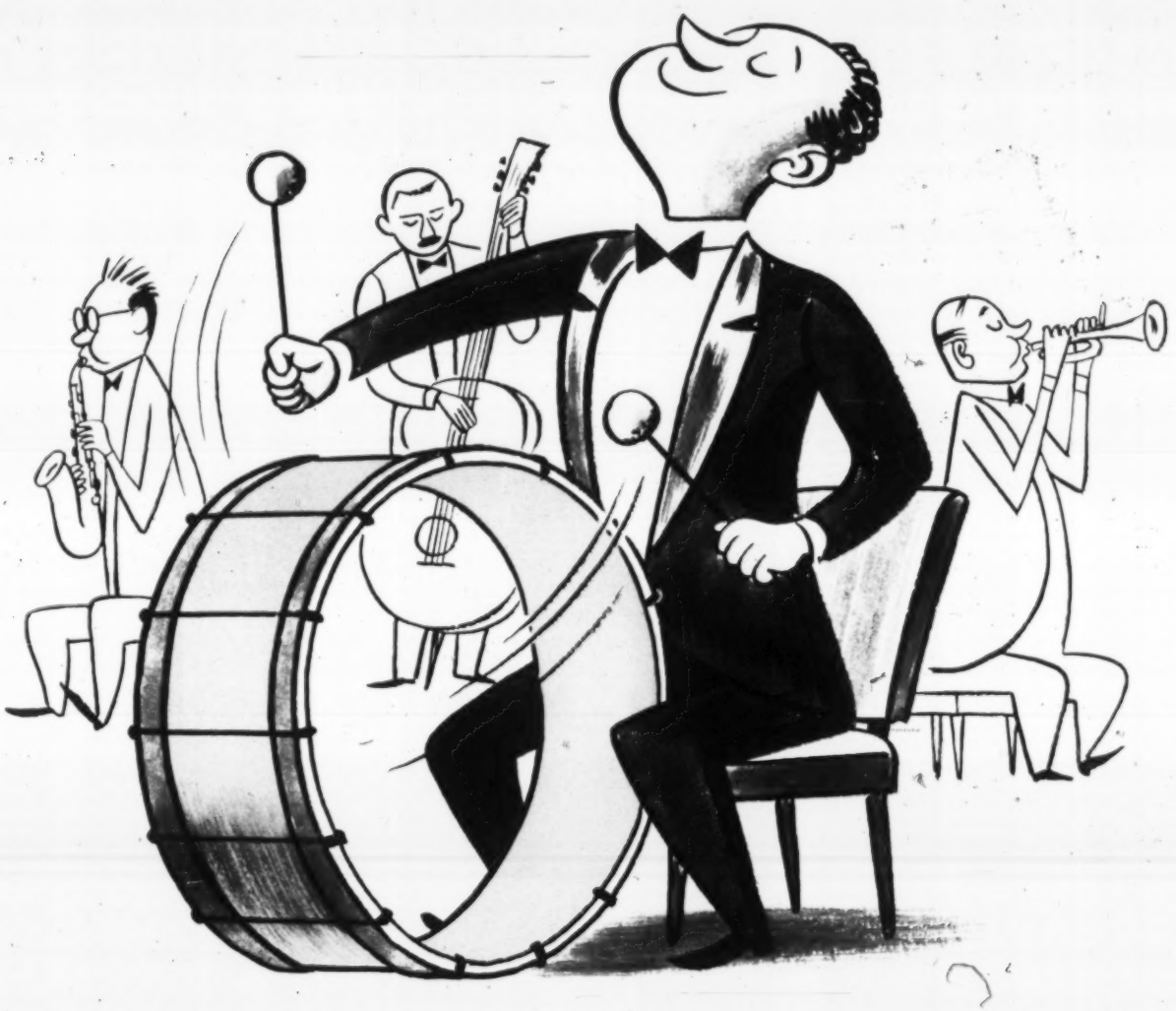
Bozell & Jacobs, Omaha, has appointed Stanley E. Perlmeter exec vp. Mr. Perlmeter, who was appointed a vp in 1952, has been assistant to the president since 1957

FORT WORTH
FOOD SALES
Increase
117.7%
SINCE 1950

The 144,900 households in Metropolitan Fort Worth rang up $175,422,000 on food store cash registers in 1960 . . . an increase of $94,871,000, or 117.7% over 1950!
In addition, Food Sales in the 100-county Fort Worth Market totaled $597,466,000. These sales, combined with those in Metro Fort Worth, comprise 22.2% of Texas' total Food Sales!
The Fort Worth Star-Telegram covers this market more thoroughly than any other single advertising medium with a proven audited circulation at the low rate of 63¢ a line.

Source: SM "Survey of Buying Power", May 10, 1961

FORT WORTH
STAR-TELEGRAM
AMON G. CARTER, JR., President and National Advertising Director
Largest Combined Daily Circulation in Texas
Without the Use of Schemes, Premiums or Contests
"Just A Good Newspaper"



SOMETHING MISSING . . .

(like California without the Billion-Dollar Valley of the Bees). If you're beating the drum for your product in California don't overlook the great inland Valley with its prosperous 27 counties. They represent a disposable income of more than $4 billion — greater than any one of 25 individual states. You're not really selling California unless you're selling the Valley. To cover it in depth, you need its own favorite local newspapers, the three Bees. Check the special discount plans today.*

Data Source: Sales Management's 1961 Copyrighted Survey

McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA AND ORMSBEE

The Bees give national advertisers discounts on ❶ **bulk** ❷ **frequency;** or ❸ **standard pages.** Check O'Mara and Ormsbee for details.

Quite possibly the first gourmet tobacco for the pipe

This, it might be said, is a vintage mixture for the pipe. It is called MGT BLEND 31. It is, admittedly, calculated to delight you, if you are a man who cherishes the hours you spend with your briar. It is formulated without any consideration of price, without any thought of compromise. You will love its flavor and bouquet. I will gladly send you, free, a pouchful of this delightful blend. Then you will discover the difference in THIRTY ONE. Send me your name and address for this free packet of MGT 31. (Available on special order only. Not sold through tobacconists.)

MGT TOBACCO COMPANY
P.O. BOX 8, KEW GARDENS 15, N. Y.

FTC Investigates Regina

The Federal Trade Commission, Washington, has charged that Regina Corp., Rahway, N.J., gives some customers bigger promotional allowances than others. The commission charges that Gimbel's, New York, got $2,501 during the first 11 months of 1960, while B. Altman & Co., New York, which purchased through the same distributor, got nothing. The FTC also charged that some direct customers received allowances in excess of the amounts accrued to them, while others were not offered allowances. The company was given 30 days in which to reply.

Irving Serwer Adds Two

Irving Serwer Inc., New York, has been named to handle Flexees International, New York, manufacturer of corsets, brassieres and swimsuits. The account formerly was with Bernard T. Grant Advertising. Serwer also has been named to handle advertising for Stylecraft Inc., New York, maker of women's knit sportswear. Rose-Martin formerly handled Stylecraft.

Chicago SRA Group Elects

Thomas Harrison, John Blair Co., has been elected president of the Chicago chapter of Station Representatives Assn. Other new officers include Jerry Glynn, AM Radio Sales Co., vp; John Roberts, Katz Agency, secretary; and Marty McAdams, Blair TV Associates, treasurer.

Results or Your Money Back, Tyson Offers to 'Sophisticated' Industrial Advertisers

NEW YORK, July 5—A results-guaranteed-or-your-money-back advertising plan is being offered to industrial advertisers by O. S. Tyson & Co.

Under the plan, the agency will return all fees and commissions to a client if a campaign fails, within a specified period, to produce a 10% increase in measurable results over previous advertising.

If, on the other hand, results are 10% better, the agency will take an additional 5% over its normal commission; if 20% better, an additional 10%, and so on. The guarantee can apply to either increased or decreased budgets, since it is based on results per dollar invested, the agency said.

■ Irwin W. Tyson, president, said the agency is not guaranteeing sales or profits. He said, "Mental attitude is the true objective of much industrial advertising. Once a group of readers has been taught the things you want them to learn; once they have come to believe the things you want them to believe, advertising has done its job on these particular individuals."

He added, "We certainly can guarantee to produce a favorable state of mind in the audience to whom the advertising is directed. In some cases, we will be able to guarantee much more than this, including such things as volume of inquiries, inquiry conversion rate, or reduction in average number of calls per sale."

"We know you can establish objectives that can be measured," said Alfred J. O'Brien, vp. "We feel so sure about this that we are going out on a limb with this plan."

■ "We can guarantee results in terms of communication and communicating information," Mr. O'Brien said. "This plan could be a dramatic device to show that techniques in industrial advertising can work."

The plan would apply only to "a few highly sophisticated advertisers." They would have to have clear-cut ad objectives and give Tyson "an unusually free hand in campaigning techniques."

On this theme, Mr. Tyson said: "We have no hesitation in guaranteeing our own skills, but we certainly cannot guarantee conflicting judgments."

He said he believed that modern opinion research techniques could provide satisfactory quantitative evaluation of awareness and acceptance in the minds of the audience.

Currently, Tyson does not operate on such a system with any of its clients. "I think any agency wants to do something like this," he said.

■ Mr. O'Brien added that already one Tyson client had asked: "Do you think I'm sophisticated enough to talk to you about this plan?"

He emphasized that the guarantee applies to industrial advertising—Tyson has no consumer accounts. "In this industrial business, purchasers are 'considered' buyers, not 'impulse' buyers," he said. #

Campus Club Awards Founded

Community Club Awards Inc. and Student Marketing Institute have announced the formation of a new company, Campus Club Awards, with offices at 375 Fifth Ave., New York. The new company will conduct initial ad campaigns starting Oct. 1 on 10 college campuses. Each push will be conducted on a 13-week basis and will be limited to 10 national advertisers.

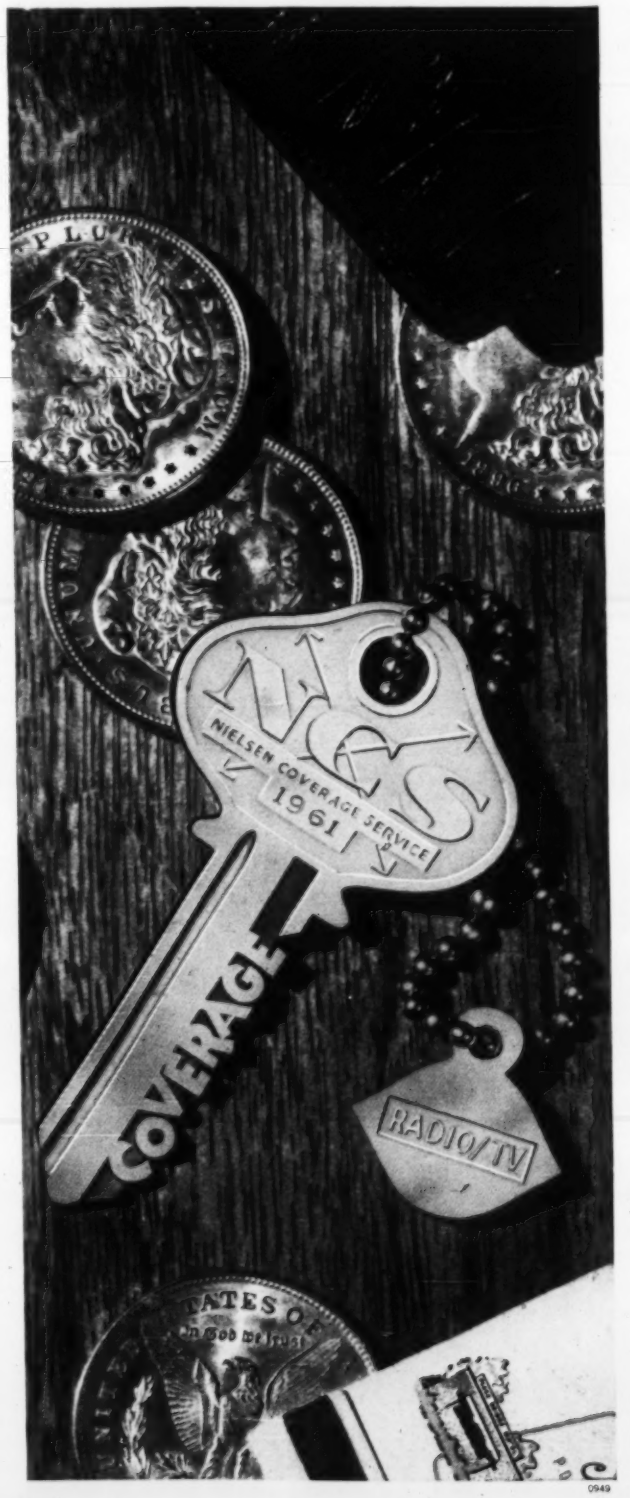
Bates Names Krugman, Others

Dr. Herbert E. Krugman has joined Ted Bates & Co., New York, as a vp and associate research director. Dr. Krugman formerly was vp, research, of Raymond Loewy-Billiam Snaith, New York. Bates also has named Marc I. Epstein, formerly with Lever Bros. Co., an assistant account executive. Stanley DeNisco, manager of the Bates science department, has been elected a vp.

Jobber Book Changes Name

Hunter Publishing Co., Chicago, has changed the name of its monthly publication, *Jobber Executive News*, to *Jobber Executive*, effective with the June issue.

Making your broadcast advertising dollars go farther



The key to a profitable return on your broadcast advertising investment may lie in your knowledge of a station's true coverage:

How big is the station's market?
How many homes are there in the area?
How many have radios? Television sets?

How many families listen to the station?

How loyal are these families?
How often do they listen or view?
How often do they tune elsewhere?

How does their county distribution fit your marketing problems?

These are but a few of the questions NCS '61 answers . . . it takes the gamble out of time buying . . . gives you the key to more profitable use of broadcast media.

FOR ALL THE FACTS
CALL . . . WIRE . . . OR WRITE TODAY
CHICAGO 1, ILLINOIS, 360 N. Michigan Ave., FRanklin 2-3810
NEW YORK 22, NEW YORK, 375 Lexington Ave., MUrray Hill 8-1020
MENLO PARK, CALIFORNIA, 70 Willow Road, DAvenport 5-0021

NCS is a Registered Service Mark of A. C. Nielsen Company.

0949

Nielsen Coverage Service

a service of A. C. Nielsen Company

2101 Howard Street, Chicago 45, Illinois • HOllycourt 5-4400

100!

For one hundred consecutive Nielsens, spanning more than eight years, CBS-Owned WCBS-TV has delivered the biggest audience in the nation's biggest market. This is a record of audience appeal unequalled by any other station anywhere.

IAA Reelects Elmo Wilson President for 1961-62

Elmo C. Wilson, president of International Research Associates, New York, has been reelected president of the International Advertising Assn. for the 1961-62 term. Also reelected vps are C. V. Pickering Jr., Crane Co.; Sylvan M. Barnet Jr., Barnet & Reef; Oscar Cornejo, Cunningham & Walsh; and Baxter Reese, International Standard Brands. Also reelected officers are H. Earle Braisted, Joshua B. Powers Inc., treasurer; and Eliane Henno, who recently left Owens Corning Fiberglas Corp., secretary. James L. Gilbert continues as exec vp of the association.

LOW COST TYPESETTING
Cold type and photographic keyboard composition for—
CATALOGS: PRICE LISTS, PARTS, BOOKS, MANUALS, BROCHURES & PRESENTATIONS
Send for FREE catalog.
TYPECRAFTERS, Inc.
22 W. Madison, Chicago—CEntral 6-8053

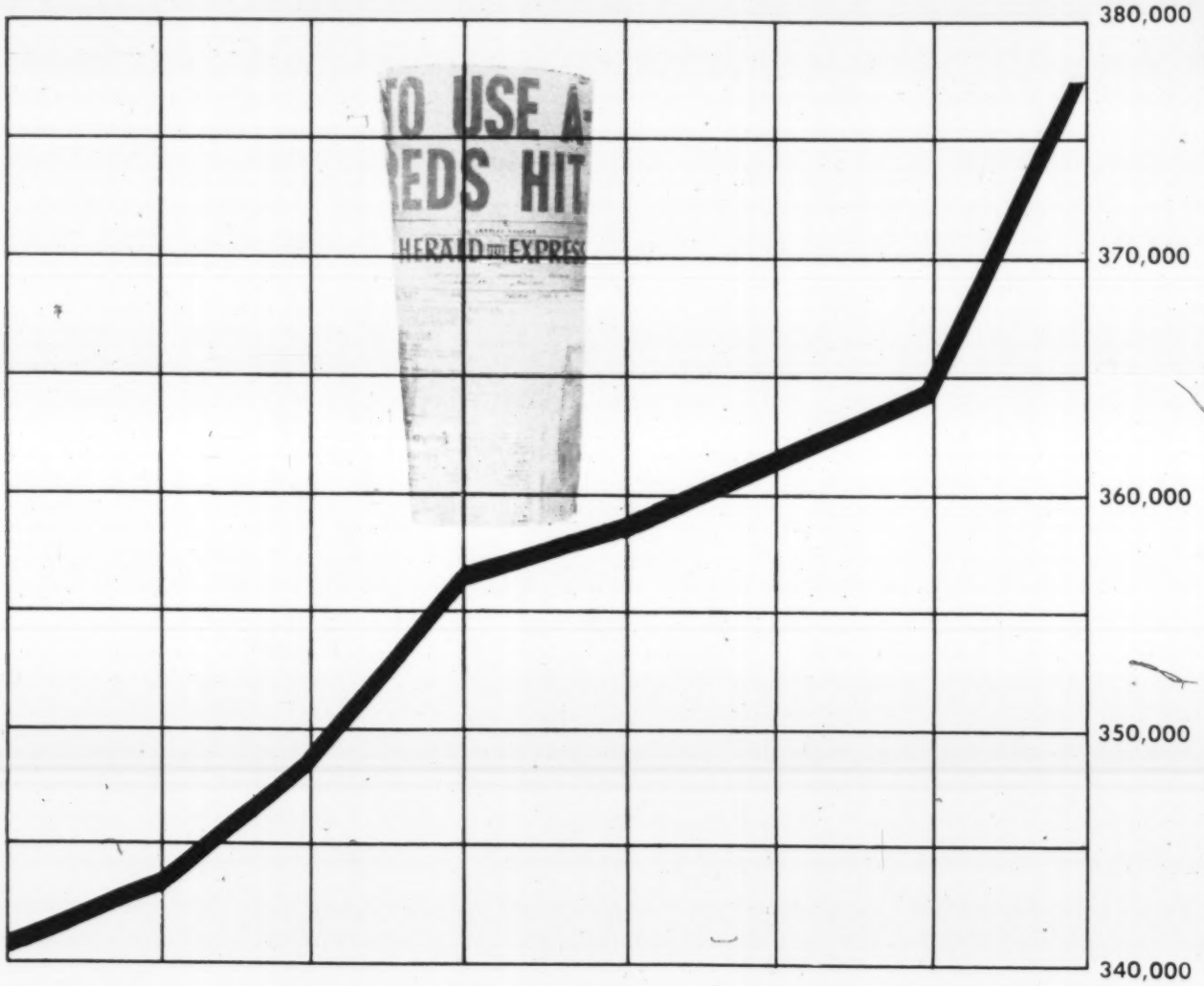
New John Plain Book Out

The premium and incentive division of John Plain & Co., Chicago, has issued a new 80-page prize book containing more than 2,000 items in 32 merchandise categories, designed for use with sales incentive programs. The new book provides space for a participating company's imprint on the front cover. To help companies interested in developing a sales incentive program, John Plain has issued a 32-page manual outlining the why and how of incentive campaigns.

McCutcheon Adds Magazine

Popular Gardening, New York, has appointed McCutcheon & Cutler, Chicago, its advertising representative in 12 midwestern states.

ROAD TO MALAYA—*Malaya's department of tourism has begun its first U.S. promotion with ads in Holiday, National Geographic, The New Yorker and Sunset Magazine. Johnson & Lewis, San Francisco, is placing the campaign for its affiliate, Cathay Ltd., Singapore.*



Disney to Be RCA Spokesman in Fall Push for Color Sets

NEW YORK, July 5—RCA Victor will run one of its most extensive advertising and promotional efforts in recent years for its 1961 line of home instruments, with major emphasis on its color-tv receivers, it was disclosed at a press showing here last week.

Highlighting the campaign will be the company's alternate-week sponsorship, with Eastman Kodak, of NBC-TV's hour series, "Walt Disney's Wonderful World of Color," Sunday at 7:30 p.m. (EDT), starting Sept. 24. Mr. Disney has agreed to act as a personal spokesman for color tv, and several of his cartoon characters will be used in RCA Victor's advertising, store displays and other promotional material.

■ The tv push will be backed with color pages in *Life*, *Reader's Digest*, *Sports Illustrated* and *Time*, starting in September. Ads in business publications will be scheduled later. In contrast to its former "umbrella" approach to advertising when it featured all of its lines together, RCA Victor this year will run separate ads for its color tv, b&w tv, stereo record players and radio series.

RCA Victor expects its distributors to run a heavier co-op advertising schedule this year than in 1960 when it led the industry in local advertising, Jack M. Williams, vp in charge of advertising and sales promotion for RCA Sales Corp., said. Co-op budgets will include color pages in newspapers.

The national campaign is handled by J. Walter Thompson Co. ≡

Katz, Jacobs Adds 4 Accounts

Jack Poust Co., New York, has assigned two new imported liqueurs, Gala Cafe and Liquore Roiano, to Katz, Jacobs & Co., New York. Katz, Jacobs also has been named to handle advertising for Compass Textile Inc., New York, and for the Institute of Hi Fidelity Manufacturers' hi fi show in New York next September. Johnson Distilling Co., Albany, Ga., maker of Georgia Moon corn whisky, has named Katz, Jacobs to handle its advertising in the greater New York area.

Schwietert Joins Watson

Arthur S. Schwietert has been named editorial director of *Traffic Management*, which Watson Publications, Chicago, will introduce next January. Mr. Schwietert has been traffic director of the Chicago Assn. of Commerce & Industry.

Publishers' Statements to the Audit Bureau of Circulations for the six months ended March 31, 1961, confirm this newspaper's position as the second largest daily—morning or evening—in America's second largest market and the largest evening newspaper in Western America!

Herald-Express reader families constitute a "city" larger than the 1,096,500 population of Pittsburgh and Cincinnati combined! Are you adequately covering this market which has an EBI in excess of 2¾ Billion Dollars?

Source: Sales Management Survey of Buying Power Copr. 1961

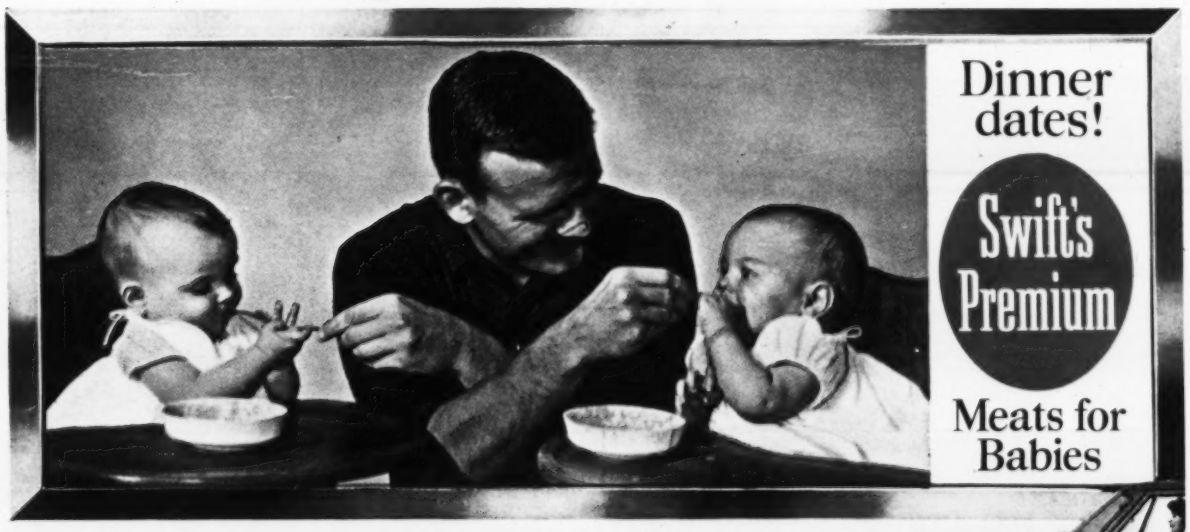
REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT, INC

NOW
NO. 2 DAILY
NEWSPAPER
IN AMERICA'S
NO. 2 MARKET
378,613

NET PAID CIRCULATION
Publisher's Statement, 6 mos. ended 3 31 61

Los Angeles Evening
HERALD-EXPRESS
Largest Evening Newspaper in Western America

stay with her...



keep selling with the persistence of Outdoor!

Outdoor maintains momentum in your advertising–gives your sales message around-the-clock impact for 30 days, in big size and full color, close to the point of sale. Outdoor reaches more people, more often, at lower cost than any other primary medium.

The reach: 94% of car-owning households.
The frequency: 21 times per month.

And Outdoor puts your selling message *where* you want it, when you want it–with no extra cost for setting zones and boundaries to meet your distribution requirements.

Ask an OAI Representative to explain how a small shift of your media dollars can add the persistence of Outdoor to your advertising.

OUTDOOR ADVERTISING INCORPORATED **OAI**

Offices in: Atlanta, Chicago, Dallas, Detroit, Los Angeles, New York, Philadelphia, St. Louis, San Francisco, Seattle

Advertisement

Show Business Illustrated Reports Big Early Response from Advertisers

Charter Advertisers, Appointments to SBI Sales Staff Announced

NEW YORK — SHOW BUSINESS ILLUSTRATED Advertising Director Howard W. Lederer, releasing a partial listing of national advertisers for the new magazine, observed that "the impressive response of advertisers to SBI has been extremely gratifying."

■ Among charter advertisers who will be represented in early issues of SBI are such firms as Revere Camera Co., a subsidiary of Minnesota Mining & Mfg. Co., Hiram Walker, Inc., RCA Victor Records, Arrow Liqueurs, Stanley Blacker, S. H. Arnolt, Capitol Records, A. Stein & Co., London Records, Book-of-the-Month Club, Majestic International, Hanover Hall Clothes, Atlantic Records, Audio-Fidelity, British Industries, Columbia Records, Phoenix Clothes and Reprise Records.

Guaranteeing an average paid circulation of 350,000 per issue, SHOW BUSINESS ILLUSTRATED will first appear on newsstands on August 23, bearing a cover date of September 5. Full-page rates are $2,150 for black and white, $2,700 for two colors, $3,250 for four colors. Closing date for the Premier Issue is July 24.

Hugh M. Hefner

Howard W. Lederer

■ Lederer also announced SHOW BUSINESS ILLUSTRATED advertising staff appointments in three sections of the country.

Joseph K. Coleman, most recently a member of the Eastern advertising staff of PLAYBOY and former Advertising and Promotion Manager of *The Village Voice*, has been named Eastern Advertising Manager of the entertainment magazine.

Midwestern Advertising Manager for both SHOW BUSINESS ILLUSTRATED and PLAYBOY is Joseph W. Fall, Jr., former Associate Manager of *Life* in Chicago. Fall will be in charge of the combined sales offices of both magazines in Chicago.

■ On the West Coast, Robert Stephens will head the SBI advertising office in San Francisco, and Stanley L. Perkins will be in charge of the Los Angeles office.

Named to the Eastern advertising staff are Gordon F. Brine, Edward M. Milarsky, and Richard B. Wanderer. Midwestern advertising staff members include Richard Christiansen, Robert McKenzie, Robert Reisinger and Richard Rosenzweig.

■ The decision by the publishers of SHOW BUSINESS ILLUSTRATED to have the magazine appear every two weeks with a 50¢ cover price set a new precedent in the publishing world: no weekly or biweekly magazine now on the stands commands this quality price.

In explaining this frequency, Editor-Publisher Hugh M. Hefner observed that "too much happens too fast in the vast entertainment field to be adequately covered in a monthly. Timing is just as important in reporting a performance as it is in the performance itself."

Hefner added that "the premium cover price demonstrates that SBI intends to be a magazine that makes money on circulation — unforced circulation. It will be a magazine that readers buy and *not* a magazine that buys readers.

"The idea for SBI derives from the recognition of a real need for this kind of publication," Hefner said. "While there are national newsweeklies which cover some facets of the amusement field, a national television weekly, and several small-circulation magazines covering special areas of the music field, there is now no national consumer magazine offering anything like a complete view of the entertainment field. This is the task of SHOW BUSINESS ILLUSTRATED." #

Advertisement

Portrait Photographer Richard Avedon Named SBI Contributing Editor

CHICAGO—The appointment of Richard Avedon, world-renowned photographer of international celebrities in the worlds of entertainment, society and government, as a Contributing Editor of SHOW BUSINESS ILLUSTRATED, has been announced by Hugh M. Hefner, Editor-Publisher. Avedon will serve on the staff of the new national entertainment biweekly, to be launched August 23.

SHOW BUSINESS ILLUSTRATED, in addition to featuring news and reviews of motion pictures, theater, nightclubs, television, concerts, opera, ballet and recordings, will be highlighted by elaborate pictorial spreads and articles about show business personalities and events.

Avedon has photographed such famous artists as Sir Laurence Olivier, Rex Harrison, Elizabeth Taylor, Sophia Loren and Marilyn Monroe, as well as such eminent representatives of international society as the Duke and Duchess of Windsor and the nation's First Lady, Mrs. Jacqueline Kennedy. #

Movie Critic William K. Zinsser Appointed to SBI Editorial Staff

CHICAGO — William K. Zinsser, well-known movie critic and drama editor, has been named a Contributing Editor of SHOW BUSINESS ILLUSTRATED, Hugh M. Hefner, Editor-Publisher of the new national entertainment magazine, has announced.

Zinsser, who will be based in the New York editorial offices of SBI, will write a regular bylined commentary on the movies, theater and television. #

★ PREMIER ISSUE ★ ★ CLOSING DATE ★

SHOW BUSINESS ILLUSTRATED

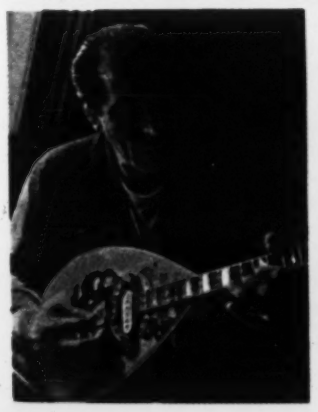
★ ★ fifty cents ★

THEATER
MOVIES ★ TV
RECORDS
NIGHTCLUBS
SPECIAL EVENTS

ONSTAGE ★ ★ OFFSTAGE BACKSTAGE
all the EXCITEMENT ★ FUN and COLOR of ★ the most FASCINATING INDUSTRY in the WORLD

UNIQUE

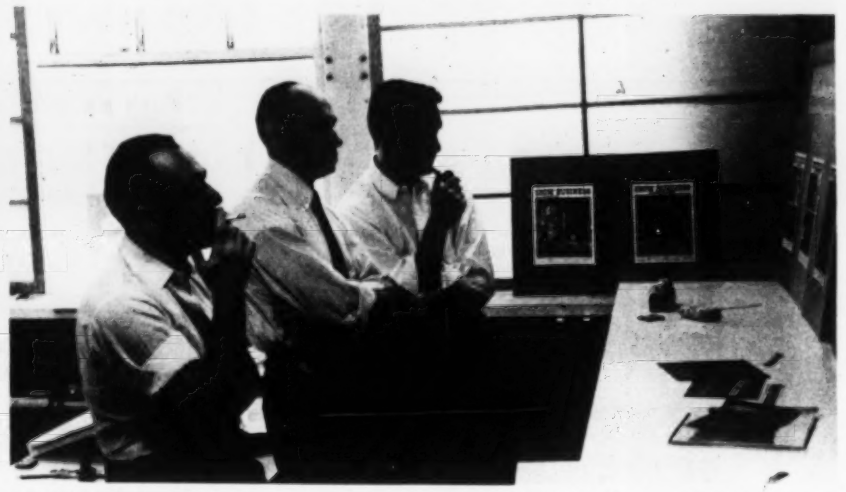
SBI is the first national consumer magazine to give an exciting view of the whole entertainment world, at the same time offering the kind of alert and sprightly criticism against which people can test their own judgments, hammer out their interests, sharpen their tastes.



SELECTIVE ☆ AUDIENCE ☆

We exercise an effective mandate far more often in our choice of entertainment than we do in almost any other phase of our lives, and it's a mandate the readers of SHOW BUSINESS ILLUSTRATED take seriously. The kind of audience which *reads* so as to make *informed choices* about where to go and what to see, of course, makes the best possible audience for print advertising.

Advertisement



COVER CONFERENCE—SHOW BUSINESS ILLUSTRATED *Art Director Leonard Jossel,* PLAYBOY *Art Director Arthur Paul, and Hugh M. Hefner, Editor-Publisher of both magazines, discuss a variety of possible cover designs in conference prior to last month's final decision.*

Early Subscriptions to SBI Total Over 1,000 a Day

CHICAGO—Early returns on subscription sales for SHOW BUSINESS ILLUSTRATED, new biweekly entertainment magazine from the publishers of PLAYBOY, have been coming in at the rate of more than 1,000 a day, according to figures released by Editor-Publisher Hugh M. Hefner.

Just 30 days after the initial subscription offer was made, 31,714 charter subscribers had been logged, Hefner reported.

The Premier Issue of SBI will go on sale August 23 with a September 5 cover date. It will sell for 50¢ a copy on newsstands.

"The quality price and the high rate of subscription sales make it evident that SHOW BUSINESS ILLUSTRATED has a real appeal to the sophisticated, upper-income men and women of America," Hefner said. "We feel we've got a really different and necessary publication in SBI." #

SBI Premier Issue To Feature Patrick Dennis' 'Little Me'

New Satirical Novel To Be Serialized in SBI

CHICAGO—*Little Me*, a forthcoming novel described by its author, Patrick Dennis, as "a broad spoof of the typical actress's typical ghostwritten autobiography," will be serialized in SHOW BUSINESS ILLUSTRATED, beginning with the Premier Issue on sale August 23, according to the new entertainment magazine's editorial director, Frank Gibney.

Little Me, which is to be published November 1 by E. P. Dutton & Co., has been adapted by Neil Simon for the stage. The central character of the novel is an actress devoid of talent who is nevertheless given star billing on the stage, screen and television. Dennis is also the author of *Auntie Mame*.

Other features of the first issue, according to Gibney, will include a full-color story on Frank Sinatra, written by Contributing Editor Joe Hyams; special articles by Alexander King and Cleveland Amory; an open-eyed tour of Broadway conducted especially for SBI readers by Mr. Magoo; several pages of news, reviews, listings, ratings, guides, a Sneak Preview, and many other show business stories told in words and pictures. #

JULY 24 ★ ★ ON SALE AUGUST 23 ★

PREMIER ISSUE COLLECTOR'S ITEM

FEATURE SPOTS STILL AVAILABLE FOR ADVERTISERS AIMING AT THE BONUS CIRCULATION AND SPECIAL AUDIENCE INTEREST IN SBI'S PREMIER ISSUE

CLOSING ☆ DATES ☆

Issue On Sale	Cover Date	B & W Closing
1—Aug. 23	Sep. 5	July 24
2—Sep. 6	Sep. 19	Aug. 7
3—Sep. 20	Oct. 3	Aug. 21
4—Oct. 4	Oct. 17	Sep. 1
5—Oct. 18	Oct. 31	Sep. 18
6—Nov. 1	Nov. 14	Oct. 2

PAGE RATES:
B & W: $2,150 2-Color: $2,700
4-Color: $3,250

GUARANTEE:
350,000 net paid average circulation

☆ ADVERTISING ☆ in SHOW BUSINESS ILLUSTRATED ☆ acquires all the WARMTH and ELEGANCE ☆ all the GAIETY and EXCITEMENT ☆ of the WORLD of SHOW BUSINESS ITSELF ☆

COLORFUL FEATURES ☆ ARTICLES ☆ ☆ RATINGS ☆ LISTINGS ☆ GUIDES

NEWS REVIEWS PREVIEWS

DOUBLE VALUE
DOUBLE IMPACT
SBI's Special $1 Christmas Issue
A BRILLIANT, SPECIALLY-PACKAGED
DOUBLE REVIEW-PREVIEW EDITION
THE PERFECT SETTING FOR YOUR CHRISTMAS ADVERTISING
AT NO INCREASE IN RATES
Closing date: October 30
On Sale: November 29
Cover date: December 25

ADMIT to AMERICA'S MOST AWARE AUDIENCE

MAIN ADVERTISING OFFICE:
Howard W. Lederer, Advertising Director
SHOW BUSINESS ILLUSTRATED
720 Fifth Avenue • New York 19, New York • Circle 5-2620
Please send immediately further information about the new entertainment magazine, SHOW BUSINESS ILLUSTRATED.

CLOSING DATE JULY 24 PREMIER ISSUE ON SALE AUG. 23

name (please print)
address
city zone state OH81

Chicago: Michigan 2-1999
Los Angeles: OLympia 2-5750 San Francisco: YUkon 2-7994

CLIP AND MAIL NOW

Rates Based On GUARANTEED Average Circulation of 350,000

ADMIT to AMERICA'S MOST AWARE AUDIENCE

BOUND TO BE PRESERVED...

SBI PREMIER EDITION BINDER $2

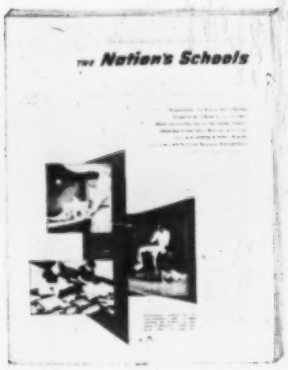
...today's most exciting entertainment showcase, SHOW BUSINESS ILLUSTRATED. Premier Edition coming August 23 —certain to be a collector's item,* looked at again and again. Protect *your* copy in a handsome showcase of its own, a plush-black binder, gold-stamped with SBI's jaunty owl. Fill in and mail coupon today. Price: $2 ppd. Please include check or money order, or you may charge to your Playboy Club Key.

* Copies of PLAYBOY, Volume I, Number I (Dec. '53) have been reported to sell for as much as $26.

SHOW BUSINESS ILLUSTRATED
Dept. AA 710
232 E. Ohio St., Chicago 11, Ill.

Check here:
( ) Send me the SBI Premier Edition Binder at $2 ppd.
( ) Also enter my subscription to SHOW BUSINESS ILLUSTRATED for a full year at $8.50.
( ) Remittance enclosed
( ) Bill me
Charge to my Playboy Club Key no._____

name_____
address_____
city_____ zone____ state_____



ADVERTISING IS HALF THE MAGAZINE

In THE NATION'S SCHOOLS Continuing Study of Readership, a very high figure of 82.6% of 1000 administrator respondents said they read, regularly or often, the new products editorial feature, "What's New for Schools." Also, 78.7% of these thousand respondents reported 1262 specific actions they had taken as a result of reading advertising.

These are not surprising figures, of course, for product information, whether in editorial space or in advertising pages, is an essential part of the total information which a business magazine provides.

With this high interest in information about products it is obvious that a magazine which provides the most in product information is most likely to attract and be read by those who must provide not only the ideas but the physical equipment and materials with which educational ideas are implemented.

Advertising volume is, therefore, an important index of the interest of a magazine to its audience. It is significant, then, that THE NATION'S SCHOOLS has led all other school administrative magazines in advertising volume for the past 18½ years —that THE NATION'S SCHOOLS carried 50% more advertising pages than the second magazine, twice as much as the third, in the first six months of 1961. Here's the 1961 record through June:

THE NATION'S SCHOOLS	**750 pages**
School Management	499 pages
Overview	303 pages
American School Board Journal	102 pages

Ask your NATION'S SCHOOLS representative to show you the Continuing Study of Readership, or write the publisher.

1050 MERCHANDISE MART, CHICAGO 54, ILLINOIS—ADVERTISING OFFICES IN NEW YORK, CLEVELAND, SAN FRANCISCO, LOS ANGELES

F. W. DODGE CORPORATION
A McGraw-Hill Company

THE Nation's Schools

LINKLETTER MAILED—*Just prior to addressing the 44th national conference of the American Marketing Assn. in Los Angeles (AA, July 3), Art Linkletter (left), radio-tv star, one of the speakers, is identified by Neil DeWitt, consumer products manager of Avery Label Co., Monrovia, Cal., with a new pressure-sensitive badge, which serves to hold up speaker's banner and carries his name. All conventioneers at the conference wore these badges.*

Walter Hits Dailies on Red Ad; Free Press Is Issue, They Reply

WASHINGTON, July 5—Rep. Francis E. Walter (D., Pa.) charged last week that the *New York Times* and the *Washington Post* helped spread "an unconscionable whitewash of the Communist Party" by running an ad paid for by the Communist Party, U.S.A.

The all-text ad appeared in the June 22 issue of the *Times* and in the June 26 issue of the *Post*. It dealt with the recent Supreme Court decisions on the Smith and Internal Security Acts, which require the Communist Party to register with the U.S. government.

Rep. Walter opened his statement with a verbal barrage leveled at the *Times*. "There was a time when readers of the *New York Times* could believe—at least when they read its advertisements—that they were not being hoodwinked and sold a bill of goods. The *Times* had a reputation for screening the copy submitted by its advertisers and refusing to print anything that was obviously and clearly fraudulent and deceitful.

"Those days are gone, however, if one is to judge by recent *New York Times* advertising policy," Rep. Walter said.

"Perhaps it all depends on one's idea of just what is fit to print," he concluded.

■ The *Times* issued the following statement when asked about its publication of the ad:

"We accepted the advertisement of the national committee of the Communist Party because we believe that a free press in a democracy should not exclude advertising simply because the opinions expressed are contrary to their own.

"To deny such expressions on those grounds would, in our view, be to limit rather than to further the constitutional tenets of freedom of speech and of the press.

"Our acceptance of this advertisement does not imply that the *Times* agrees with the opinions it contains."

It added: "Any advertisement of this character is given due attention by authorities. Unlike a controversial department store ad, which may be checked by one person, perhaps an ad like this one would be gone over by a committee before publication.

"The Communist Party ad was passed by the proper people and put into production by management."

Jack Sacks, advertising manager of the *Post*, told ADVERTISING AGE that the newspaper subjects editorial-type advertising, such as the Communist Party ad, "to fixed standards of scrutiny." He said the ads must conform to the law, avoid libelous statements, refrain from "self-evident falsehood in the statement of facts" and avoid advocacy of a riot or breech of peace.

■ Pointing out that publication of ads meeting these standards is not an endorsement of the cause involved or of the advertising copy, Mr. Sacks stated: "There is, in our view, an obligation upon a free press to permit conflicting points of view to be laid before our readers. We have sufficient confidence in them to believe that counsel that we think misguided will not mislead them; we have sufficient humility about our own views to think our readers are better able than we are to decide what advertising they ought to see.

"In the case of this particular advertisement, we may say that we think it a good idea for our readers to know everything about the position of the Communist Party on public issues. We are not afraid that this knowledge will corrupt them." ≠

La Choy Offers Record

La Choy Food Products, Archbold, O., is using small-space newspaper ads to offer a hi-fi record, "30 Sing Along Favorites," for $1 and a label from any of La Choy's 20 American-Chinese food packages. Ads ran in 190 newspapers the week of June 19 and will be repeated in the same newspapers the week of July 17. Labels and shelf-talker coupon pads are also being used to promote the offer. Maxon Inc., Detroit, is the agency.

Dickens to McCann-Erickson

Hal Dickens has joined the Chicago offices of McCann-Erickson as account supervisor for the Coca-Cola Bottling Co. of Chicago and regional account executive for Coca-Cola Co. Mr. Dickens was formerly a vp and director of merchandising and sales promotion of Edward H. Weiss & Co.

Mrs. Miller Joins Ognibene

Eleanor Miller, formerly advertising manager of Lestoil Products, Holyoke, Mass., has been named a vp of Charles Ognibene Associates, Westhampton, Mass. The ad manager vacancy has not been filled yet at Lestoil.

account executive or design engineer?

£M £W

READ 3¢ READERSHIP OF YOUR MESSAGE BY DESIGN ENGINEERS IS WHAT YOU WANT, AND GET IN MACHINE DESIGN

BPA NBP MACHINE DESIGN

He's an AE . . . generalist calling the shots in a world of specialists. One minute he's up to his ears in a marketing problem . . . the next, in media . . . the next, in copy or art . . . you name it. It's his job to combine all these talents into sales magic. The DE also makes the most of specialists. Must keep pace with the latest advancements in electronics, hydraulics, drives, fastenings, materials . . . everything contributing to product improvement . . . everything needed for new products. To keep pace in *either* field you must keep ahead in *all* areas. The designer does it by reading MACHINE DESIGN, the magazine that serves the *total* spectrum of his needs and problems. How do you?

A Penton Publication, Penton Building, Cleveland 13, Ohio

MORE EDITORIAL AWARDS

MORE READERSHIP

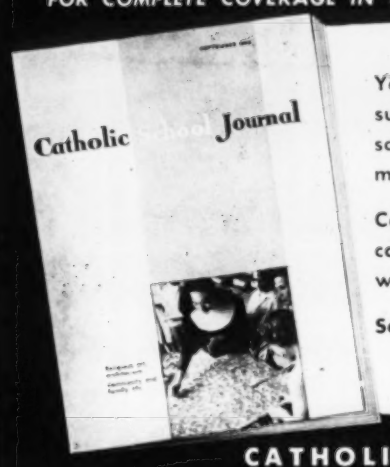
MORE ADVERTISING PAGES

MORE READER RESPONSE

MORE EFFECTIVE CIRCULATION

MORE MARKETING AIDS

FOR COMPLETE COVERAGE IN THE RECESSION-PROOF CATHOLIC SCHOOL MARKET



You can't turn off the equipment and supply needs of more than 5,000,000 Catholic school children. Here is an independent growth market unaffected by economic fluctuations.

Catholic School Journal reaches the greatest single concentration of Catholic educators and administrators who must meet the needs of this growing enrollment.

Send Today for Brochure and Sample Copy

CATHOLIC SCHOOL JOURNAL
400 North Broadway • Milwaukee 1, Wisconsin

RFE Fund Names Leslie Shope

Leslie R. Shope, advertising and sales executive with Equitable Life Assurance Society for 26 years, has been appointed president of the Radio Free Europe Fund, which raises money to support Radio Free Europe's broadcasts to the Communist countries of Eastern Europe. The fund's 1961 goal is $11,000,000. Mr. Shope succeeds John M. Patterson, who has resigned to enter government work in Washington. Mr. Shope retired as press relations and advertising manager of Equitable in 1960.

General Mills Shows Gain

General Mills, Minneapolis, reports net earnings of approximately $12,800,000 for the fiscal year ended May 31, 1961. The preliminary report showed an increase of about $1,300,000 over the previous fiscal year. Sales for the same period reached a record high of $575,500,000.

$3,000-7,500 Bracket Buys Big Ticket Appliances: 'Look'

NEW YORK, July 5—Higher income families don't necessarily buy the most expensive household appliances. In fact, the bulk of the market for high-price major appliances is among families with average incomes of less than $7,500.

These are among the conclusions of Audits & Surveys Co., following a study of appliance purchasing for *Look*. The study showed that 62% of new, "top of the line" television sets bought in 1959-'60 were purchased by families with incomes between $3,000 and $7,500. The same income group accounted for 56% of all washers and 52% of the refrigerators purchased in the high-price range.

Families with annual incomes of $3,000 and under were reported to have purchased 13% of all top-priced tv sets, 11% of the top-priced refrigerators and 6% of the premium-priced washers. Families with children under ten were the heaviest purchasers of major appliances in all categories.

■ The study, based on a sampling of 5,300 households in February and March, also contained details on where appliances were purchased, how paid for, and characteristics of households owning appliances.

Printed copies of the study will be available from *Look* in the early fall.

REFRIGERATOR STILL NO. 1 APPLIANCE EXPORT

NEW YORK, July 5—The household refrigerator remains the top appliance export of the U.S.

In Latin America, however, U.S. manufacturers are finding bigger and bigger markets for their tv sets.

These are two of the points that stand out in a new report compiled by *American Exporter* showing the 1959 and 1960 dollar sales of 47 different products exported from the U.S. to 42 countries. All the products are advertised in *American Exporter*.

■ In 1960, the report shows, household refrigerator exports to Latin America totaled $11,309,000, compared with $13,999,000 in 1959; refrigerator exports to Europe increased in 1960 from $2,364,000 to $2,684,000; refrigerator exports to other countries—particularly the Middle East, where sales shot up spectacularly during the year—totaled $7,599,000 in 1960, compared with $5,057,000 in 1959.

Accounting for a big chunk of this gain was Lebanon, which paid $2,202,000 for U.S.-made refrigerators in 1960, compared with $946,000 the previous year.

■ Exports of American-made tv sets to Latin America mounted to $10,119,000 in 1960, up sharply from the $8,381,000 of 1959. The biggest gain was made in Mexico, where these imports rose from $727,000 to $2,043,000.

The economic difficulties of Venezuela are mirrored in this report. In 1959, Venezuela imported $9,855,000 of U.S.-made refrigerators; last year these imports slid to $6,940,000. Venezuela sharply reduced imports of many other American products in 1960.

One of the greatest increases was registered by exports of

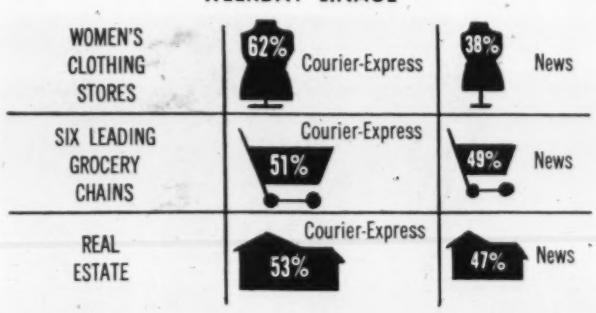
"SELL ME IN THE MORNING," says BUFFALO.

The early advertiser catches the sale in Buffalo and Western New York where women, for example, start each day with the Courier-Express and its retail ads.

The Buffalo Courier-Express carries more weekday women's clothing store linage than any other paper in the country except the New York Post and the Los Angeles Times. We have led the women's clothing store field in Western New York since 1952.

Buffalo's real estate advertisers and six leading grocery chains, too, put the greatest percentage of their linage in the morning Courier-Express. These graphs show the comparison. Here's the linage score in three vitally feminine fields:

WEEKDAY LINAGE



Source: Media Records

Take a cue from these advertisers who know the Western New York market best. Schedule the Buffalo Courier-Express.

ROP COLOR
7 DAYS

Represented Nationally By:
Newspaper Marketing Associates
New York
Chicago
Philadelphia
Detroit
Los Angeles
San Francisco

Courier BUFFALO EXPRESS
WESTERN NEW YORK'S GREATEST NEWSPAPER

MIST—*Lentheric, New York, is running this page ad for its Tweed Mist fragrance this summer in Glamour, Harper's Bazaar and Seventeen. Altman-Stoller is the agency.*

testing instruments to Europe. These exports increased during the year from $5,216,000 to $7,940,000.

Copies of the complete report are available from *American Exporter.* =

Stoneham Moves; Adds 1

Stoneham Advertising, Van Nuys, Cal., has moved to new quarters at 6442 Coldwater Canyon Ave., North Hollywood, Cal. The agency, founded in September, 1960, has more than trebled its facilities. It has been named by Dynamic Models, Van Nuys, manufacturer of model aircraft engines and accessories, to handle its advertising. Modeling publications, hobby trade magazines, direct mail and point of purchase will be used.

CBS Radio Boosts Andrews

Naomi Andrews, formerly network copy chief in the sales promotion and advertising department of CBS Radio, New York, has been promoted to advertising director. W. Thomas Dawson was vp in charge of promotion and advertising until several months ago, when he was promoted to vp in charge of informational services.

Esquire Inc. Names Smart Chairman; Blinder President

John Smart, president of Esquire Inc., has been elected chairman of the board, a post vacant since the death, in 1952, of David Smart, a brother. A.L. Blinder, exec vp, was named president.

'Electronics' Names Hauptli

James Hauptli, formerly Philadelphia sales representative of *Business Week*, has been named ad sales manager of *Electronics*, New York. He succeeds Bruce Winner, who has resigned.

Cole & Sweeney Formed

Gordon Cole, of Gordon E. Cole Co., publishers' representative, and Ronald J. Sweeney, formerly ad manager of *'Teen*, have founded Cole & Sweeney, publishers' representative, 2252 W. Beverly Blvd., Los Angeles.

Levinson Joins Heart Assn.

Irwin W. Levinson, formerly with General Foods Co., has been named advertising manager, publishing office, American Heart Assn., New York. He succeeds Elaine Perlmutter, who has resigned.

Dalseg, Oslo Agency, Denies Selling Out to Swedish Agency

Trygve Dalseg, head of the Norwegian agency bearing his name, has objected to the report in the June 5 ADVERTISING AGE that he has sold "a major interest" in his agency to Ervaco Advertising of Stockholm. Mr. Dalseg, who has changed the name of his agency to Dalseg-Ervaco, emphasized that the deal represents little more than "an affiliation" and involves an exchange of stock of only nominal value.

AA's report was based on a release from Ervaco which stated that "Ervaco Scandinavian Advertising became a reality in April when the six-year-old Trygve Dalseg & Co. of Oslo became Dalseg-Ervaco." The Swedish agency went on to say that this was part of its program of "putting together its Scandinavian agency empire." Mr. Dalseg made it clear that he would probably be "the last Norwegian agency man" to sell out to a Swedish agency.

Ayer Appoints Six

John S. Nussbaum has joined the New York office of N. W. Ayer & Son as an account representative in the service department. He was formerly managing director of Young & Rubicam's office in Frankfurt Am Main, Germany. In addition, Florenz J. Fenton, James B. Winpenny III, Warren D. Lunstead and Allen A. Jetter have joined Ayer's copy department in Philadelphia, and Robert G. Chambers has joined the Ayer copy department in Chicago. Mr. Fenton was formerly a copywriter for Arndt, Preston, Chapin, Lamb & Keen, Philadelphia. Mr. Winpenny was with General Electric Co. Mr. Lunstead was with Remington Rand, New York. Mr. Jetter was with the Jersey Central Power & Light Co., and Mr. Chambers was with Foote, Cone & Belding.

Burkhart Joins WQXI

Kent Burkhart has been named to the new post of operations manager of WQXI, Atlanta. Early this year he organized a consultant company which was recently merged with Futursonic Productions in Dallas.

CHOICE AGENCY SPACE
Entire Floor 7000 Sq. Ft.
18 Private Offices
Available Spring 1962
Carbide & Carbon Bldg.
230 No. Michigan Avenue
Other Units From 500 Sq. Ft.
Bell & Hefter, Inc.
Call ANdover 3-5555

JERRY LEWIS STARS IN HIS OWN PRODUCTIONS RELEASED BY PARAMOUNT

Everything rosy? If high costs are nipping profits in the bud, try this easy treatment. Without cutting back quality, you make a pretty saving on booklets, sales folders and other printed material by specifying Consolidated Enamel Printing Papers. As the world's largest enamel printing paper specialist, Consolidated offers *finest* quality for less. Get the facts and *free test sheets* from your Consolidated Enamel Paper Merchant. He has a real green thumb for growing profits!

Available only through your Consolidated Paper Merchant.

Consolidated
LARGEST ENAMEL PAPER SPECIALIST
Consolidated Water Power & Paper Co. • Natl. Sales Offices, 135 S. La Salle St., Chicago

CBS Names Alberto Cata Latin American Representative

Alberto H. Cata, Latin American advertising executive, has joined the Columbia Broadcasting System television stations division as special representative for Latin America. Mr. Cata will be headquartered in New York and will report to Howard L. Kany, director of international business relations for the CBS division.

Mr. Cata has been associated since 1957 with Cuban broadcasting executive Goar Mestre, who now works out of Buenos Aires in partnership with CBS.

Coordinated Opens PR Unit

Coordinated Marketing Agency, New York, has formed Coordinated Public Relations, a subsidiary to handle financial advertising and all public relations activities, effective in August. Herb Haft, now at T. N. Palmer Co., will return to Coordinated to head the division.

NEW PACKAGES—*American Sugar Refining Co. is introducing a pink-and-white "completely feminine" box for its Domino Superfine sugar, and a window package for its Handy-Paks. The latter holds 36 individual sugar packets, for outdoor use, printed with flower scenes.*

Ohio Bill Bans Outdoor Signs on Interstate Highways

After defeating several attempts to water down the bill, the Ohio state senate, Columbus, has passed a bill banning outdoor posters within 660′ of the edge of interstate highways in conformity with the federal highway law.

Product Promotions Bows

Product Promotions, 912 Terryville Ave., Bristol, Conn., has been formed to provide merchandising and advertising agency services. An outgrowth of a display house, the new corporation is headed by James C. Salmon, president; Richard C. Smolinski is art and creative director; and Donald B. Gordon is director of accounts and media.

Peterson Joins Atlas Film

Thomas H. Peterson, formerly with Columbia Broadcasting System, has joined Atlas Film Corp., Oak Park, Ill., as vp of sales.

WILL—*Standard Insurance Co., Portland, Ore., is launching a campaign built around its motto, "The Will to Achieve," with ads in the western edition of Reader's Digest and Sunset Magazine starting in August. Grant Thuemmel Agency, Portland, is the agency.*

Nielsen Finds Lots of Fringe Viewing in N. Y. Market Study

NEW YORK, July 5—A. C. Nielsen Co. has taken an "in depth" look at the New York television market to enable advertisers to pinpoint potential customers and to give stations something more to sell than rating numbers.

This detailed analysis covered tv viewing in 220 Audimeter-equipped homes for the four weeks ended April 2. Audiences for each of the city's seven stations were profiled. Audience figures were broken down by family income, education, occupation, family size, age, home ownership, and volume of viewing. The largest amount of viewing occurred in young, low-income households with children.

Among the more interesting findings:

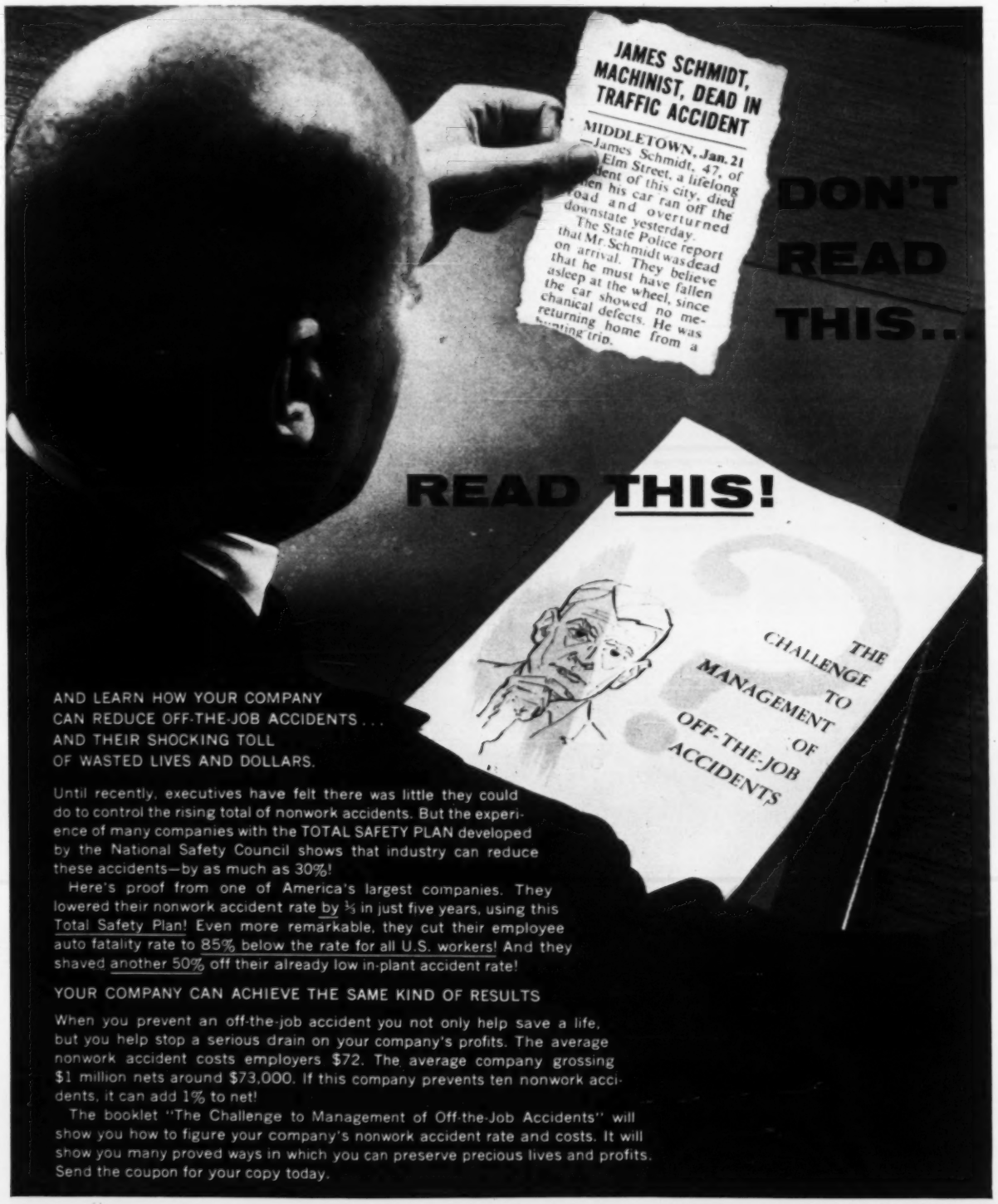
- Fringe viewing was substantial. More than 90% of the tv families watched between 5 and 7:30 p.m., EDT, some time during the week. Some 87% watched at least one night weekly between 11 p.m. and 2 a.m.
- Lightest viewing homes did most of their looking between 9 and 10 p.m. One of the city's stations got 32.1% of its prime time audience from light viewers.
- The never-to-be-minimized influence of kids was evident in this investigation. One independent station, which caters to the small fry in the twilight hours, did exceptionally well with large families.
- Education didn't seem to have much of an effect on viewing habits, except that the less educated were likely to stay up later with the tv set. #

Plough Appoints Three

Herbert Golombeck, formerly vp and general manager of Plough Broadcasting Co.'s Atlanta radio station, WPLO, has been transferred to the company's home office in Memphis as a vp. Bud Curry has been promoted from sales manager to general manager of WPLO. Dean L. Aldrich, previously manager of WMDN, Midland, Mich., succeeds Mr. Curry as sales manager.

Four Name Aron & Shore

New Standard Baking Co., Eldon Construction Co., Elmwood Federal Savings & Loan Assn., and Wolfman Optical Co., all in Philadelphia, have appointed Aron & Shore Advertising, Philadelphia, as their agency. New Standard Baking Co. will break its new ad series with a four-color page in *Diners' Club Magazine*, featuring a fruit cake.


JAMES SCHMIDT, MACHINIST, DEAD IN TRAFFIC ACCIDENT
MIDDLETOWN, Jan. 21
DON'T READ THIS...
READ THIS!
THE CHALLENGE TO MANAGEMENT OF OFF-THE-JOB ACCIDENTS
AND LEARN HOW YOUR COMPANY
CAN REDUCE OFF-THE-JOB ACCIDENTS . . .
AND THEIR SHOCKING TOLL
OF WASTED LIVES AND DOLLARS.
Until recently, executives have felt there was little they could do to control the rising total of nonwork accidents. But the experience of many companies with the TOTAL SAFETY PLAN developed by the National Safety Council shows that industry can reduce these accidents—by as much as 30%!
Here's proof from one of America's largest companies. They lowered their nonwork accident rate by ⅓ in just five years, using this Total Safety Plan! Even more remarkable, they cut their employee auto fatality rate to 85% below the rate for all U.S. workers! And they shaved another 50% off their already low in-plant accident rate!
YOUR COMPANY CAN ACHIEVE THE SAME KIND OF RESULTS
When you prevent an off-the-job accident you not only help save a life, but you help stop a serious drain on your company's profits. The average nonwork accident costs employers $72. The average company grossing $1 million nets around $73,000. If this company prevents ten nonwork accidents, it can add 1% to net!
The booklet "The Challenge to Management of Off-the-Job Accidents" will show you how to figure your company's nonwork accident rate and costs. It will show you many proved ways in which you can preserve precious lives and profits. Send the coupon for your copy today.
Published to save lives in cooperation with The Advertising Council and the National Safety Council
SUPPORT YOUR LOCAL SAFETY ORGANIZATION
NATIONAL SAFETY COUNCIL
425 NORTH MICHIGAN AVENUE
CHICAGO 11, ILLINOIS
Please send a copy of "The Challenge to Management of Off-the-Job Accidents." I want to learn how my company can save lives and dollars with your TOTAL SAFETY PLAN.
NAME
ADDRESS
CITY ZONE STATE

THE HOUSTON CHRONICLE

EXCLUSIVE

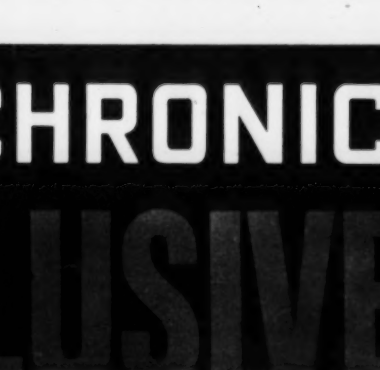
Recent Market Survey by Belden Associates Reveals . . .

The Chronicle Has More EXCLUSIVE Houston Readers Than Both Other Houston Newspapers Combined!

NEWSPAPER READERSHIP – *TOTAL HOUSTON CITY ZONE*

DAILY

A similar market study made in 1956 by Alfred Politz Research showed a 38% exclusive share for The Chronicle. Belden reveals that this Daily exclusive audience had jumped to 43% in 1961!



SUNDAY

On Sunday a comparison of the two studies shows that while the Post's exclusive share of the newspaper readers dropped . . . The Chronicle's share remained virtually the same as in 1956.

Source: Belden Associates, 1961

For a complete presentation of facts from this authoritative new look at the Houston market, see your "Branham Man."

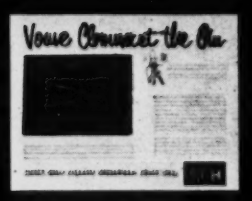
THE HOUSTON CHRONICLE

Read By More Houstonians Than Any Other Newspaper
The Branham Company — National Representatives

The Chronicle is a Must Buy because:

Member The TEXAS GROUP

In Houston, The Chronicle Reaches More People



In Houston, The Chronicle Carries More Advertising

In Houston, The Chronicle Sells More Merchandise

Family Weekly

now serves the rich

GREEN BAY APPLETON MARKET

as a regular Sunday feature in these 2 influential newspapers:

(82,597 unduplicated circulation!)

Family Weekly.

GREEN BAY P

	Green Bay (Corporate City)	PRESS-GAZE Market (Five-County
Population, 1950	52,735	172,225
Population, 1961	63,500	198,500
Increase Over 1950	20.4%	15.3%
Households, 1961	18,600	54,800
Effective Buying Income (000)	$129,883	$331,247
Total Retail Sales (000)	$118,783	$227,881
Food Store (000)	28,337	53,797
Eating and Drinking Place (000)	7,471	21,048
General Merchandise (000)	20,523	28,574
Apparel (00)	8,973	11,688
Furniture-Household-Appliance (000)	7,409	11,167
Automotive (000)	18,067	35,362
Gasoline Service Station (000)	6,397	15,198
Lumber-Building-Hardware (000)	5,567	22,443
Drug Store (000)	3,748	5,927
Passenger Car Registration		61,214

Family Weekly

JULY 2, 1961

153 N. MICHIGAN AVE.
CHICAGO 1, ILLINOIS
LEONARD S. DAVIDOW, *Publisher*
PATRICK E. O'ROURKE, *Advertising Director*

WARREN SPAHN — At 40, He's Better Than Ever
How Does He Do It?

A Survivor's Great Story:
My Miraculous

new high
throu

the largest market in the world
that can be covered in such depth
a single advertising medium.

GREEN BAY • APPLETON INTERURBIA MARKET

where ½ MILLION PEOPLE
spend ½ BILLION DOLLARS annually

APPLETON POST-CRESCENT *

Total Circulation (ABC—9/30/60) 39,917

County Coverage (20% or more)

Outagamie, Wisc.	77%
Winnebago, Wisc.	32%
Calumet, Wisc.	23%
Waupaca, Wisc.	47%

TOTAL CIRCULATION 39,917

	Appleton-Neenah-Menasha (Corporate City)	POST-CRESCENT Market (Four-County)
Population, 1950	58,832	226,721
Population, 1961	82,900	270,200
Increase Over 1950	40.9%	19.2%
Households, 1961	24,900	77,600
Effective Buying Income (000)	$172,907	$483,974
Total Retail Sales (000)	$116,530	$322,014
Food Store (000)	27,539	70,327
Eating and Drinking Place (000)	6,770	28,151
General Merchandise (000)	16,560	46,811
Apparel (000)	7,626	14,869
Furniture-Household-Appliance (000)	7,378	15,179
Automotive (000)	19,122	51,414
Gasoline Service Station (000)	8,651	22,516
Lumber-Building-Hardware (000)	10,635	33,757
Drug Store (000)	3,477	8,160
Passenger Car Registration		84,775

Leading Retail Outlets (No.)

Food:
Krambo (5)
Alko
A & P (3)
Red Owl (4)
Steiners
IGA
Sentry
Piggly Wiggly (3)
Menasha Superette
National Tea (2)
Town & Country
Park & Market (2)
Super Valu

Drug:
Walgreen (2)
Ford Rexall (2)
Muir's
Morton's (4)

Variety:
Woolworth (2)
Ben Franklin
S. S. Kresge (2)

Dept.:
H. C. Prange
J. C. Penney (2)
Geenen's
Gloudemans & Gage
Montgomery Ward
Jandrey's
W. T. Grant
Sears, Roebuck & Co.

Chain Headquarters (Stores Operated)

Food:
Steiners Food Queen Corp. (3)
S. C. Shannon Co. (100)
United Grocers Coop Assn. (203)

Drug:
Ford Drug Co. (5)
Morton's Drug Stores (4)

Wholesalers

Food:
Cohen Bros. Fruit Co.
Freschl Products, Inc.
Krambo Food Stores
S. C. Shannon Co.
United Grocers, Inc.
Valley Wholesale Cash & Carry
Wisconsin Distributing Co.

Hardware:
Action Products, Inc.
Fox Co-Operative, Inc.
G & W Distributing Co.

Colleges and Universities:
Institute of Paper Chemistry
Lawrence College
University of Wisconsin
Extension Center

Leading Industries (City Zone)
(Appleton)
Appleton Coated Paper Co.
Appleton Juvenile Furniture Co.
Appleton Machine Co.
Appleton Mfg. Co.
Appleton Wire Works Corp.
Appleton Woolen Mills
Elm Tree Baking Co.
Fox River Paper Corp.
Fox River Tractor Co.
Fox River Valley Knitting Co.
Kurz & Root Co.
Miller Electric Mfg. Co.
Riverside Paper Corp.
Serv-U Bakers of Appleton
Tuttle Press Co.
Valley Iron Works Corp.
Western Condensing Div., Foremost Dairies
Wise Wire Works
Zwicker Knitting Mills
(Neenah)
Bergstrom Paper Co.
Hardwood Products Corp.
Kimberly-Clark Corp.
Neenah Foundry Co.
Neenah Paper Co.
(Menasha)
George Banta Co.
Gilbert Paper Co.
Marathon Div., American Can Co.
John Strange Paper Co.
Wisconsin Tissue Mills
(Kaukauna)
Badger Northland, Inc.
Giddings & Lewis Machine Tool Co.
Thilmany Pulp & Paper Co.
(Combined Locks)
Combined Locks Paper Co.

Transportation

Railroads:
Chicago & Northwestern, Soo Line
Chicago, Milwaukee, St. Paul & Pacific

Airlines:
North Central

Bus Lines:
Fox River Bus Lines
Greyhound
Wichmann Lake Shore

For further information on the Appleton-Neenah-Menasha Post-Crescent Market, please contact the Post-Crescent or its national representatives, Sawyer-Ferguson-Walker, Inc.

RESS-GAZETTE *

Total Circulation (ABC—9/30/60) 42,680

County Coverage (20% or more)

Brown, Wisc.	87%
Door, Wisc.	33%
Forrest, Wisc.	20%
Kewaunee, Wisc.	56%
Oconto, Wisc.	51%

TE TOTAL CIRCULATION 42,680

Leading Retail Outlets (No.)

Food:
Red Owl (6)
Sure Way (7)
Piggly Wiggly
A & P (2)
Farah's (2)
Super Valu (4)
Jacobs Bros. (2)

Drug:
Schweger (2)
Walgreen
Osco
Ford (Rexall)

Variety:
Woolworth
S. S. Kresge
H. L. Green
L. Wiemann
Ben Franklin
Bargain Way

Dept.:
H. C. Prange
Montgomery Ward
J. C. Penney
The White Store
Cohen's
Sears, Roebuck & Co.

Chain Headquarters (Stores Operated)

Food:
Farah Foods, Inc. (2)
Sure Way Stores, Inc. (7)
Super Valu Stores, Inc. (97)
Red Owl Stores, Inc. (44)

Drug:
Schweger Drug Stores (2)

Wholesalers:

Food:
Badger Wholesale, Inc.
Dan's Food Distributors Co.
Joannes Cash & Carry Wholesale Gro.
Milwaukee Cheese Co.
Mory Distributing Co.
Red Owl Stores, Inc.
Super Valu Stores, Inc.

Drug:
Spence-McCord Drug Co.

Hardware:
Builders Hardware Co.
Laforce Builders Hardware Co.
Midwest Wire & Cable Co.
Morley-Murphy Co.
W. E. Thew Supply Co., Inc.

Colleges and Universities:
University of Wisconsin Extension Division
St. Norbert College

Leading Industries
Alwin Mfg. Co.
Bay West Paper Co.
Charmin Paper Products Co.
Diana Mfg. Co.
Fairmont Foods Co.
Fort Howard Paper Co.
Green Bay Box Co.
Green Bay Drop Forge Co.
Green Bay Food Co.
Green Bay Paper & Pulp Co.
Hudson-Sharp FMC Packaging Machinery Co.
F. Hurlbut Co.
Krueger Metal Products Co.
Larson Co.
Liebman Packing Co.
Little Rapids Pulp Co.
Northwest Engineering Co.
Northern Paper Co.
Paper Converting Machine Co.
Pauly Cheese Co. Div., Swift & Co.
L. D. Schreiber & Co.
Wheeler Div., Borden Co.

Transportation

Railroads:
Chicago, Milwaukee, St. Paul & Pacific
Chicago & Northwestern
Green Bay & Western
Kewaunee & Green Bay & Western

Airlines:
North Central

Bus Lines:
Central Greyhound
Green Bay-Wausau
Cherry
Bay View
Seymour
Wisconsin-Michigan

For further information on the Green Bay Press-Gazette Market, please contact the Press-Gazette or its national representatives, Sawyer-Ferguson-Walker, Inc.

NEW SUNDAY EDITIONS START SEPT. 24, 1961

* Represented Nationally by Sawyer-Ferguson-Walker Co.

Family Weekly circulation.... 5,207,788
gh 197 fine newspapers in 46 states

SCORE TWICE WITH ONE PITCH!

Your advertisement in the Sioux City Journal does a DOUBLE selling job!

Here's the ONE media that gets enthusiastic response from both seller and buyer . . . does the job right down the line . . . from distributor—to retailer—to consumer . . . in Sioux City AND the rich 48-county Siouxland area.

For a total selling job — in Siouxland — use
SIOUXLAND'S BIG FAMILY NEWSPAPER

The Sioux City Journal.
National Representatives — JANN & KELLEY INC.

Information for Advertisers

Figures on population, income and buying power, retail sales, media coverage, employment and distribution in the South Bend market are included in the 1961 edition of "Current Market Data," available from the Public Relations Dept., **South Bend Tribune.**

• Population, effective buying power, plus figures for retail sales, food, eating and drinking, general merchandise, apparel, furniture and appliances, automotive, gas, lumber, building and hardware and drugs, for 103 counties in all of Nebraska and western Iowa, are included in a booklet, published by the **Omaha World-Herald.**

• A 12-page export market survey of the most popular manufactured products advertised in its English and Spanish editions has been published by **American Exporter.** The survey, which covers 42 overseas markets and 47 different products, is available from American Exporter, 386 Park Ave. South, New York 16.

• "How to Use Super Market Displays to Build Sales of Carbonated Beverages in MiraCans" is available from American Can Co., 100 Park Ave., New York 17.

• Population, retail sales, food sales, liquor sales, plus automotive, apparel and drug sales in Luzerne County, are included in a booklet published by the **Record** and **Times-Leader-News,** Wilkes-Barre, Pa.

• "Ohio Agricultural Statistics," covering farms, livestock, crops, fertilizer and equipment, has been published by **WRFD,** Columbus-Worthington, O. Additional information may be obtained from the station, in Worthington.

• A 67-page market report on the growth and development of the women's hair grooming and treatment business, has been published by and is available from **Redbook Magazine,** 230 Park Ave., New York 17. Requests should be addressed on company letterhead to Donald E. West, director of marketing.

• "Advertising & Marketing Theses for the Doctorate in U. S. Colleges & Universities" has been published by and is available from the **Advertising Educational Foundation,** Suite 301, 655 Madison Ave., New York 21. The bibliography lists 393 doctoral theses from 38 educational institutions. The listings are classified in 46 subject categories and are cross-referenced. #

Newspaper Ads to Introduce 1847 Rogers Bros. Stainless

The 1847 Rogers Bros. trademark, which has appeared on International Silver Co.'s silverplated flatwear for 114 years, will appear on stainless steel flatwear this fall. The introduction will be in the midwestern states in September via newspaper ads in more than 20 cities. The new line will start with two patterns, Fire Song and Symmetry. A 50-piece setting will sell for $49.95.

1847 Rogers Bros. is one of the oldest continuously advertised trademarks in the U.S.—its first national ad appeared in the *Ladies' Home Journal* in 1872. The new campaign will be handled by Young & Rubicam, New York, until Jan. 1, when the account will shift to Doyle Dane Bernbach Inc., New York.

Chicago Ag Unit Elects Pettit

Joe I. Pettit, of International Harvester Co., has been elected president of the Chicago Area Agricultural Advertising Assn., Chicago. Other new officers include Robert J. Walton, John Blair & Co., 1st vp; John L. Richardson, Allied Mills, 2nd vp; James A. Clarity Jr., Midwest Farm Paper Unit, 3rd vp; R. P. Ferguson, Methodist Publishing House, treasurer; and W. B. Wiemers, *Farm Journal*, secretary.

L.A. Copy Club Elects

The Los Angeles Copy Club has elected the following slate of officers for 1961-'62: Charles Hutchings, Donahue & Coe, president; Allen McGinnis, Batten, Barton, Durstine & Osborn, vp; and Rudolph Perkal, Hal Stebbins Inc., secretary-treasurer.

She may get the message here, but...

your ads in the Yellow Pages sell her when she's ready to buy

When you make your advertising campaign complete with National Yellow Pages Service, you're likely to complete more sales, too! That's because your NYPS advertising will reach your prospects at that decisive moment — when they're ready to buy. It'll get to them . . . drive home your selling message . . . guide their buying decision.

And to help you reach and *sell* your precise market with no waste, you can choose any combination of over 4,000 different Yellow Pages directories. All with one contact, one contract, one monthly bill. For further details on how you can make your advertising go further, contact your National Yellow Pages Service representative through your Bell Telephone Business Office.

NATIONAL YELLOW PAGES SERVICE

ONE CONTACT/ONE CONTRACT/ONE MONTHLY BILL

"Even your commercials are interesting"*

BELL TELEPHONE HOUR

"We beg you to continue bringing your program to us. We think it is the best, the most worthwhile show on TV! We love the commercials, too."—*COLORADO*

"Your program last Friday was the most beautiful I have ever seen. There are few really good programs of late and yours is a joy to us. Even your commercials are interesting."—*NEW JERSEY*

"Thanks, thanks and forever thanks for last week's 'Telephone Hour.' Not only the performers made the evening a memorable one. The whole program was beautifully synchronized and sustained—even the commercials presented with a grace and charm that made them part of the whole artistic achievement."—*CALIFORNIA*

"I want to express my appreciation to you for your wonderful program. I only wish there were more programs like yours to view on television. Also, I must say that the lady who does the commercials has such a pleasant voice and seems to have such a pleasing personality. I want to rush to the phone and call my family when she says, 'Isn't there someone, somewhere you would like to call tonight?' "—*INDIANA*

"A sincere compliment to you for your wonderful show! I even appreciate your advertising—it has dignity and appeals to an adult, which is more than I can say for most television advertising."—*MINNESOTA*

**The commercial is the payoff.... N.W. AYER & SON, INC.*

OFFICE SPACE AVAILABLE

The most distinctive address for your Chicago headquarters. Located in the heart of "advertising row," convenient to and for suppliers to the advertising field.

333 north michigan avenue building

- outside daylight in all offices
- year 'round air conditioning
- fast, ample automatic elevators
- excellent service

WIRTZ, HAYNIE & EHRAT, INC., *Managing Agents*
Phone: RA 6-8333 (Area Code 312)

American Hoist Boosts Gough

Percy S. Gough, since 1956 general sales manager of American Hoist & Derrick Co.'s Crosby-Laughlin division, Fort Wayne, Ind., has been promoted to director of marketing of the parent company, St. Paul, Minn., a new position. He will be responsible for the marketing activities of American Hoist, its divisions and subsidiaries.

Campbell-Ewald Boosts Glass

Alan J. Glass has been appointed copy director in the New York office of Campbell-Ewald Co. A member of the copy department for the last two years, he succeeds James M. Durphee, who resigned.

Two Name Dickerman Agency

Tele-Tronics Co., Ambler, Pa., and Shepherd Electronic Industries, Brooklyn, have named Dickerman Advertising, New Hyde Park, L.I., N.Y., to handle their advertising and pr.

Nielsen Network TV

Two Weeks Ending June 4, 1961

Copyright by A. C. Nielsen Co.

*Nielsen Total Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	17,165
2	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	14,023
3	Candid Camera (Lever Bros., Bristol-Myers, CBS)	13,929
4	Andy Griffith Show (General Foods, CBS)	13,836
5	Garry Moore Show (Several sponsors, CBS)	13,695
6	The Untouchables (Several sponsors, ABC)	13,601
7	Wagon Train (National Biscuit Co., R. J. Reynolds, Revlon, NBC)	13,601
8	77 Sunset Strip (Several sponsors, ABC)	12,944
9	Garry Moore Show—10 p.m. (Several sponsors, CBS)	12,898
10	Perry Como Show (Kraft, NBC)	12,757

PER CENT OF TV HOMES REACHED

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	36.6
2	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	29.9
3	Candid Camera (Lever Bros., Bristol-Myers, CBS)	29.7
4	Andy Griffith Show (General Foods, CBS)	29.5
5	Garry Moore Show (Several sponsors, CBS)	29.2
6	The Untouchables (Several sponsors, ABC)	29.0
7	Wagon Train (National Biscuit Co., R. J. Reynolds, Revlon, NBC)	29.0
8	77 Sunset Strip (Several sponsors, ABC)	27.6
9	Garry Moore Show—10 p.m. (Several sponsors, CBS)	27.5
10	Perry Como Show (Kraft, NBC)	27.2

*Nielsen Average Audience***

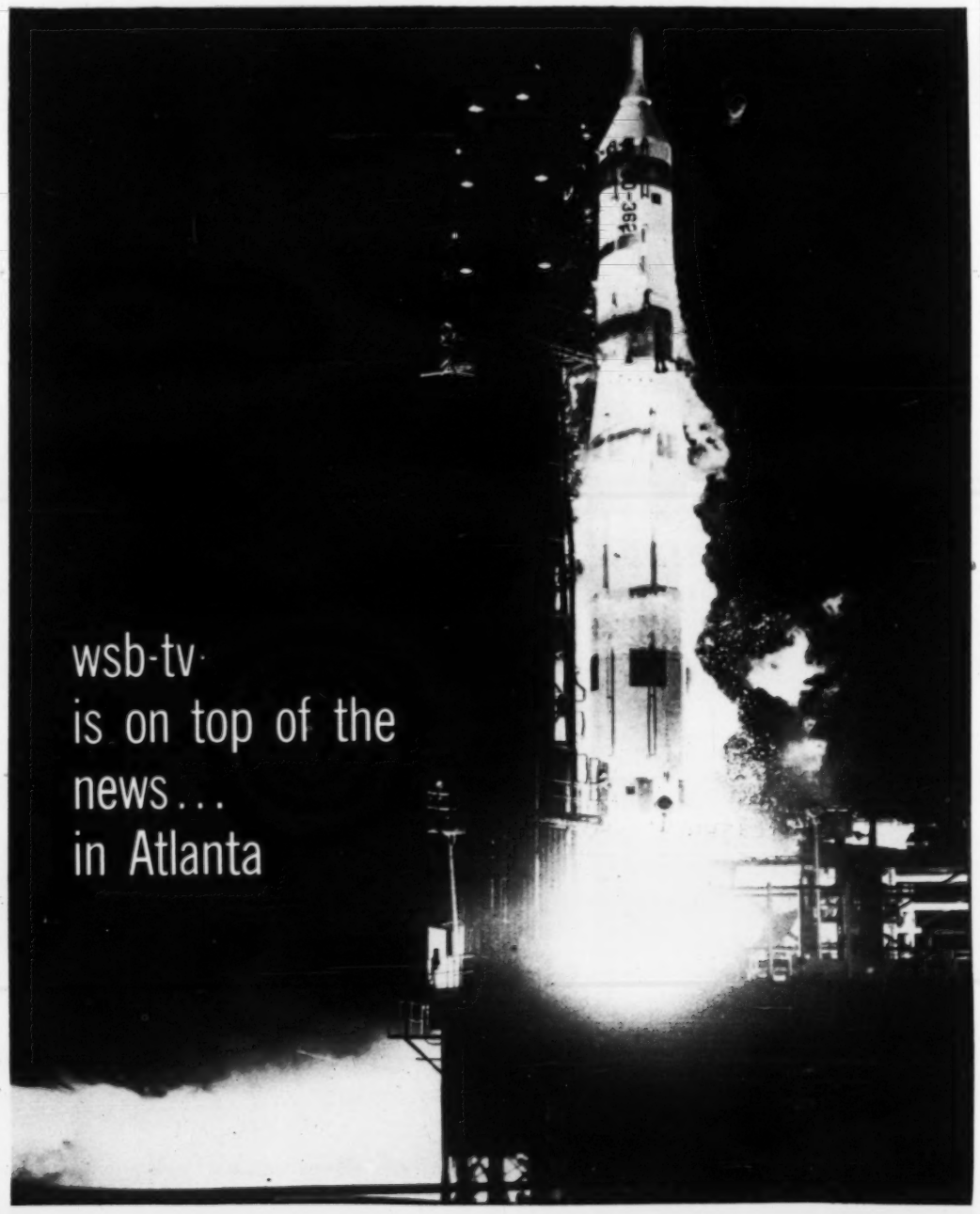
TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	15,758
2	Andy Griffith Show (General Foods, CBS)	12,898
3	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	12,804
4	Candid Camera (Lever Bros., Bristol-Myers, CBS)	12,522
5	Garry Moore Show—10 p.m. (Several sponsors, CBS)	11,444
6	Garry Moore Show—10:30 p.m. (Several sponsors, CBS)	11,256
7	The Untouchables (Several sponsors, ABC)	11,115
8	Danny Thomas Show (General Foods, CBS)	11,115
9	My Three Sons (Chevrolet, ABC)	11,068
10	Price Is Right—8:30 p.m. (Lever Bros., NBC)	11,022

PER CENT OF TV HOMES REACHED

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	33.6
2	Andy Griffith Show (General Foods, CBS)	27.5
3	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	27.3
4	Candid Camera (Lever Bros., Bristol-Myers, CBS)	26.7
5	Garry Moore Show—10 p.m. (Several sponsors, CBS)	24.4
6	Garry Moore Show—10:30 p.m. (Several sponsors, CBS)	24.0
7	The Untouchables (Several sponsors, ABC)	23.7
8	Danny Thomas Show (General Foods, CBS)	23.7
9	My Three Sons (Chevrolet, ABC)	23.6
10	Price Is Right—8:30 p.m. (Lever Bros., NBC)	23.5

* Homes reached by all or any part of the program, except for homes viewing only one to five minutes.
**Homes reached during the average minute of the program.



Over one-half the viewers who watch news in the 3-station Atlanta market see it on WSB-TV. The latest Neilsen survey (March 6-April 2) shows Channel 2's eight daily newscasts with a 54% composite share of audience. This dominance by WSB-TV comes from years of consistently offering the best, fastest, most accurate newscasts. Put your product on top in the nation's 24th market... put your advertising on WSB-TV... Atlanta's top station!

CHANNEL 2 wsb-tv ATLANTA

Represented by

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

• *for Ad Agencies Who*

MUST DELIVER!

YOUR CLIENT'S NAME HERE

18 Kt. Gold-Plated. Customer's initial on reverse side.

Golden Car Key Programs by Allied

100 million drivers use their car key daily. Your client's message on a personalized Golden Car Key, cut to fit the car, reaches the target daily—repeatedly—effectively.

Programs ideally suited for:

INDUSTRIAL ACCOUNTS—FINANCIAL INSTITUTIONS—RETAIL OUTLETS—SUPERMARKETS—SALES CAMPAIGNS, ETC.

FULL AGENCY COMMISSION

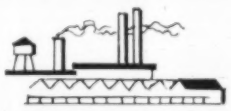
Write or phone for free sample key (state make & year of car), case history brochure & price list.

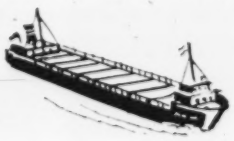
ALLIED Associates

110 Cummington St. Boston 15, Mass. COngress 2-1240

TOLEDO

MARKET ON THE MOVE

Talk about economic vitality! Toledo tops Ohio's 8 largest counties in  economic diversity…is first in per capita income in Ohio's major markets…and is first in retail sales per household in Ohio's big metropolitan areas.

Its home ownership of 77.1% far exceeds the national average…Six of ten leading Ohio farm counties in cash income are located in The Blade-Times Retail Trading Zone…and the  Port of Toledo has the third largest tonnage of any of the Great Lakes ports.

MARKET OF OPPORTUNITY—With a trading area population of over 1 million and net effective buying income of over $2 billion, Toledo offers a rich market for national advertisers. Fortunately, The Blade and Times provide an intensive coverage of their market that is matched by few newspapers in the nation.

THE BLADE · TOLEDO TIMES

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT, INC.

Along the Media Path

Providence Journal Co. will begin construction of a new two-story rotogravure printing plant early in the fall.

• During a recent campaign soliciting new subscriptions, the **Eccentric**, Birmingham, Mich., distributed stickers saying, "We subscribe to the Eccentric," to its regular subscribers. Stickers were inserted in envelopes attached to an ad recommending that subscribers put the sticker above or below their front doorbells so that students, vying for top awards of two $500 college scholarships or a travel-education trip to Bermuda, would not ring their doorbell.

• Two special supplements were published with the June 25 **Chicago Sunday Tribune:** A Mid America Federal Savings & Loan Assn. progress report, and a 16-page supplement devoted to Elk Grove Village, featuring color illustrations of four of the dozen home styles being erected in the village.

• More than 100 manufacturers of hair preparations and accessories and representatives of their agencies recently were entertained by **Good Housekeeping** at a preview of hair styles for 1962, which will be featured in the magazine's October issue.

• Representatives of 19 national agencies recently were flown to the offices of the **Green Bay Press-Gazette** and **Appleton Post-Crescent**, as guests of the two Wisconsin newspapers and their representative, Sawyer-Ferguson-Walker. In addition to many social activities the guests also heard a presentation on the population and economic growth of the area.

• In connection with the annual convention of the Canadian Medicine Assn., the **Montreal Gazette** published a 16-page tabloid section, "Medicine 1961," June 22.

• **WISN-TV**, Milwaukee, has awarded trophies for an "outstanding television performance" to each of 213 Pate dealers who were featured in a spot series promotion for Pate Oil's Enco gasoline.

• A "College Fashion" section will be published by the **Chicago Daily News** Aug. 5 and the **Chicago Sun-Times** will publish a "Back-to-School" section Aug. 13.

• "Trip Tips," a folder describing recreation spots within a 200-mile radius of Pittsburgh, and free litter bags are being offered by **KDKA**, Pittsburgh. The litter bag urges motorists to "travel with KDKA Radio," giving the lineup of daily shows.

• Paula Kent, promotion director of the **San Diego Union** and **Evening Tribune**, was a three-time winner in a national competition for newspapers, magazines, radio and television. Miss Kent won first place for the fall & winter fashion section published in the **Union** Sept. 11 and for a 1960 National Newspaper Week public relations campaign involving the slogan, "Your Newspaper—Freedom's Guardian." Second-place award was presented for a direct mail campaign promoting the **Evening Tribune's** 1960 power boat regatta for hydroplanes. Awards were announced at the recent convention of the National Federation of Press Women in Little Rock.

JUBILEE—*Esquire party at Freedomland, N. Y., which attracted over 3,000 admen and their children as guests, featured Jerry Jontry, ad director, as a summertime Santa. Outing was pegged to magazine's Christmas jubilee issue.*

• **Houston Post** has installed 14 new Goss units in addition to 15 units already in service. The new equipment enables the *Post* to publish 96-page editions with full color at the rate of 120,000 copies an hour.

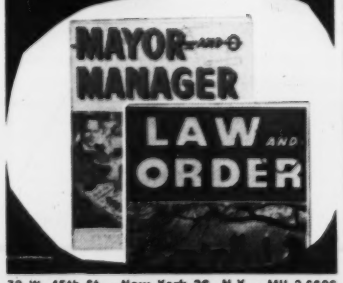
• The South Jersey Public Relations Assn. has presented its 1961 Public Service award to the **Camden Courier-Post.** The award is given each year to the organization or person who helps shape and build the character of the community.

• **Department of New Laurels:**

Guns & Ammo carried 37,506 lines of advertising during the first half of 1961, compared to 27,244 lines during the first half of 1960.

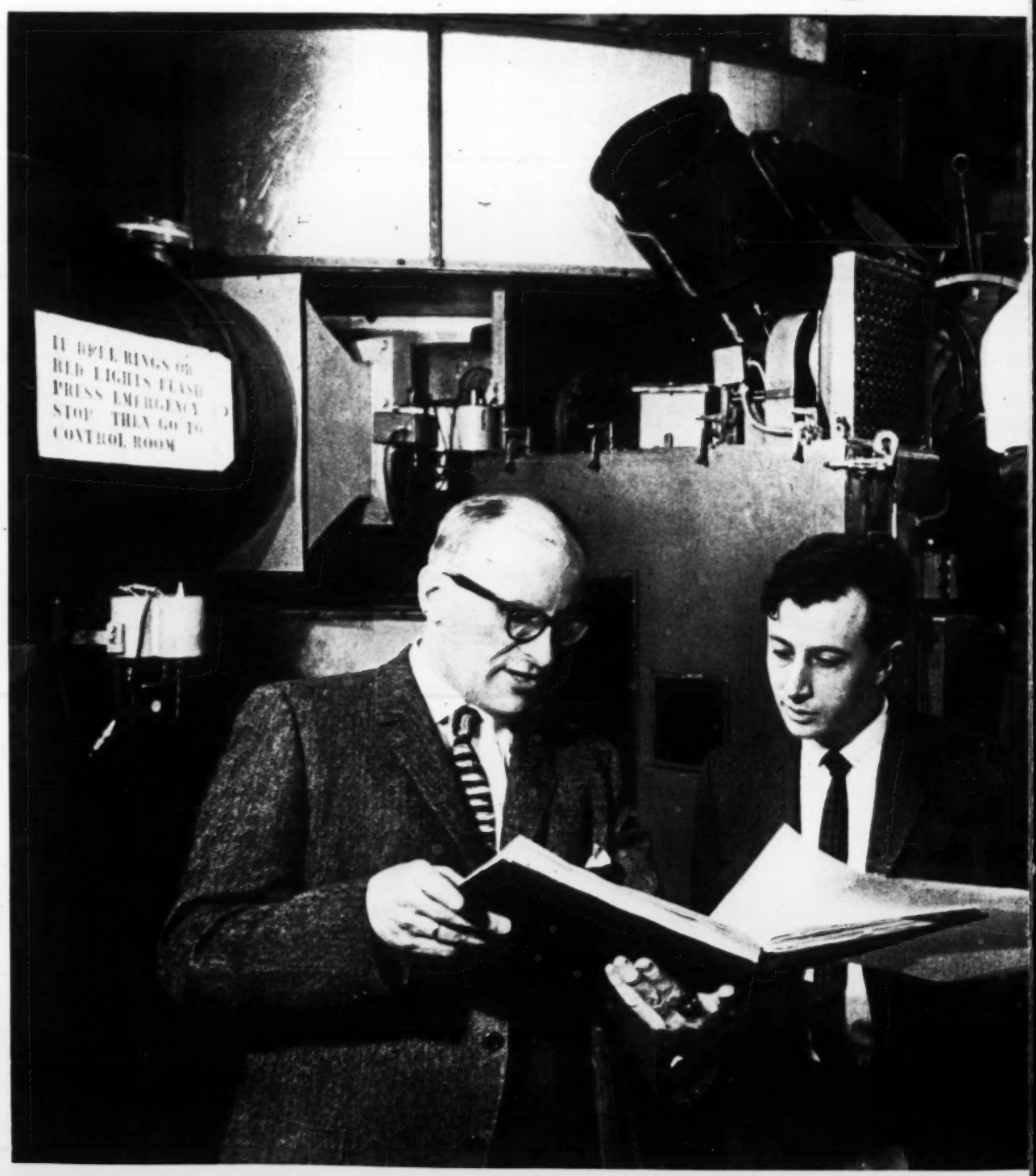
Rockford Morning Star and **Register Republic** carried more than 100,000 lines of color advertising during the week of June 25-July 1. #

there's money to be made in the MUNICIPAL MARKET!



72 W. 45th St., New York 36, N.Y. • MU 2-6606

In Chicago



Lockwood Retires as VP of Hixson & Jorgensen

Russell N. Lockwood has retired as vp of Hixson & Jorgensen, Los Angeles. Mr. Lockwood, who has been in charge of the outdoor advertising department for the past 10 years, headed his own agency, the former Lockwood-Shackelford Co., for 37 years until its merger with Hixson & Jorgensen in 1951, at which time he assumed the vp post.

AANR Unit Elects Claymore

James Claymore, Moloney, Regan & Schmitt, has been elected 1961-'62 president of the San Francisco chapter of the American Assn. of Newspaper Representatives. Other new officers are Harry K. Seltzer, O'Mara and Ormsbee, vp; Allen B. Gower, Ward-Griffith, treasurer; and Jack Wildman, Nelson Roberts & Associates, secretary.

Snap-Off Bags Launch Push

Lion Packaging Products, New York, has started a coast-to-coast campaign for its Snap-Off Bags, all-purpose polyethylene bags in tear-off roll form. Spot radio and tv in 30 markets will be augmented later by newspaper ads. W. B. Doner & Co., New York, is the agency.

Wagenseil Changes Name

Hugo Wagenseil & Associates Co., Dayton, has changed its name to Willis/Case/Harwood Inc. Mr. Wagenseil, who founded the agency in 1918, relinquished ownership and control in 1957. Paul B. Willis is president of the agency, which will continue to maintain its offices in Talbott Tower, Dayton.

Kretschmer Names Maxon

Kretschmer Corp., Carrollton, Mich., has named Maxon Inc., Detroit, to handle its advertising. The company markets Kretschmer toasted wheat germ and Kretschmer Sugar 'N Honey wheat germ cereals. George H. Hartman Co., Chicago, is the former agency of record.

Court Rules 'Columbia Basin News' Didn't Monopolize; Denies Rival's $7,000,000 Claim

SAN FRANCISCO, July 5—Scott Publishing Co., publisher of the *Tri-City Herald*, Pasco, Wash., has been turned down by the U.S. court of appeals in a $7,000,000 anti-trust case brought against the rival *Columbia Basin News* and the International Typographical Union.

Scott had appealed a decision by a U.S. district judge, W. D. Murray, in Seattle, who held that there was no conspiracy on the part of the *News* and the union to drive the *Herald* out of business (AA, Dec. 14, '59).

Controversy between the two dailies grew out of labor negotiations in 1949, as a result of which an ITU local called a strike against the *Herald*, and the latter went to a non-union operation. Later, a new morning paper, the *Columbia Basin News*, was founded to serve the three cities of Pasco, Kennewick and Richland. Through the years, trial of the case brought out, Unitypo, an arm of the ITU, advanced funds to the *News*, and in 1950, when Unitypo took over management of the newspaper, borrowings by the *News* totaled $1,178,000.

■ On this point the court of appeals held:

"The policy of Unitypo in continuing to advance money for publication of the *Columbia Basin News* was in line with its national policy, which it had followed in other places where there was a labor dispute with a publisher in competition with another newspaper which operated under non-union conditions."

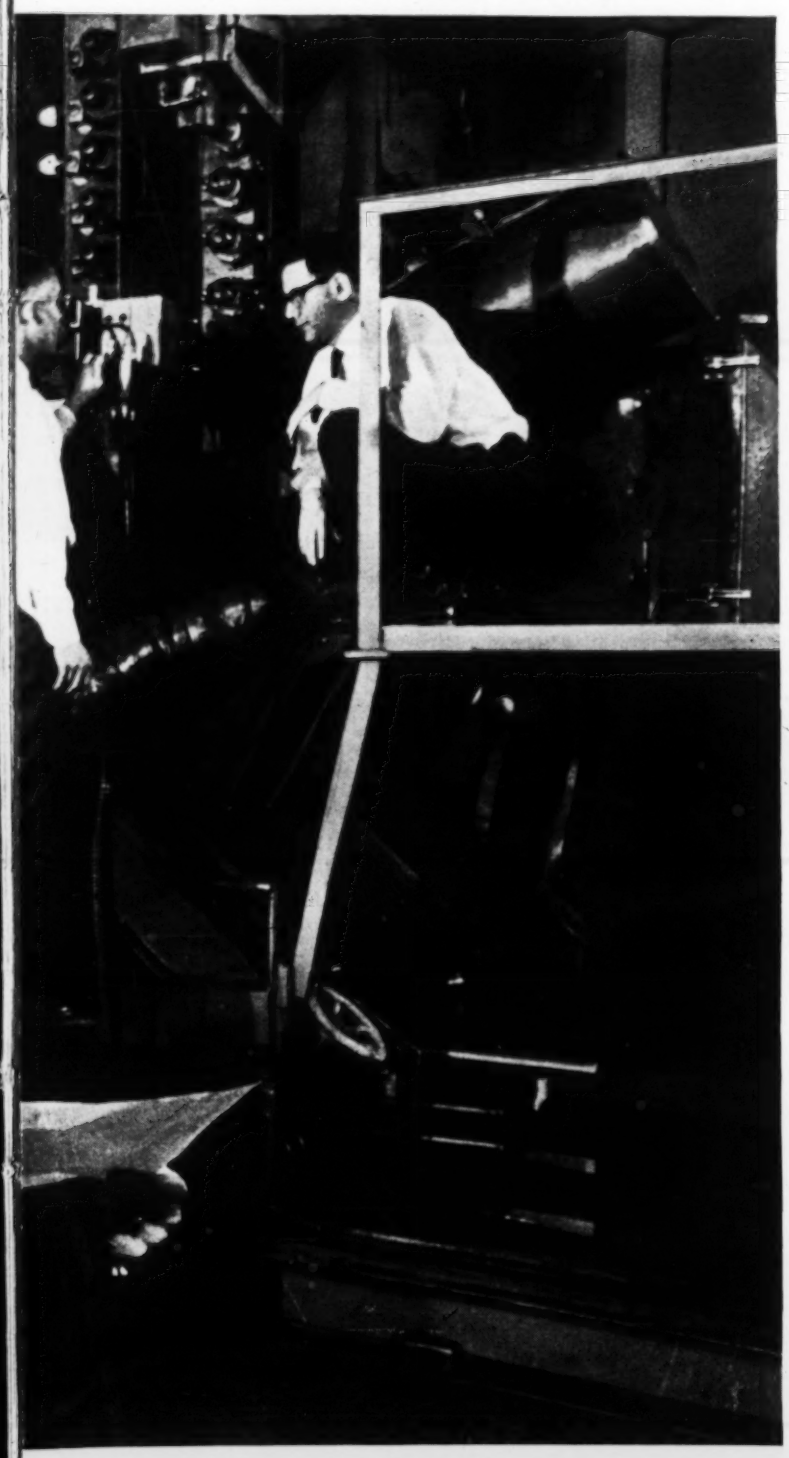
The court held that there was no evidence that Unitypo offered money to Howard Parish, publisher of the *News*, to buy out the *Herald*, and added:

"If there had been any intent to monopolize, the *Herald* probably could have been purchased at a much lesser sum of money than was advanced over the years by Unitypo."

Noting the circulation figures of the two newspapers, the court said that "the *Herald* grew demonstrably during the years in question."

LITTER BIT—*This three-sheet anti-litter poster is part of the Advertising Council's Keep America Beautiful campaign. Radio, newspaper and tv ads and a Walt Disney filmlet also are available. Dancer-Fitzgerald-Sample is the volunteer agency.*

...**Riccardo Levi-Setti and Anthony Turkevitch,** renowned nuclear scientists, work with this awesome $2.5 million cyclotron at the University of Chicago's Enrico Fermi Institute. Here on campus, under the west stands of the University's Stagg Field, the first nuclear chain reaction ushered in the Atomic Age.



In Chicago

WGN

RADIO

reaches more homes than any other Chicago radio station.*

**Nielsen circulation study, No. 2*

WGN IS CHICAGO

Quality · Integrity · Responsibility

Eastman Names Dubinetz; Adds KDEO from McGavren

George G. Dubinetz, vp in the Chicago office of Robert E. Eastman & Co., radio station representative, has been named manager of that office, succeeding Richard C. Arbuckle rather than Joseph P. Cuff, as erroneously reported by ADVERTISING AGE (AA, July 3). Mr. Arbuckle had moved to New York to assume the new post of New York manager, while Mr. Cuff had been promoted from eastern sales manager to the new post of national sales manager.

At the same time, AA reported that KDEO, San Diego, which recently named Eastman its national representative, had been formerly handled by Adam Young Inc. Daren F. McGavren Co. should have been listed as the previous representative.

Art Direction Publishes 'Advertising Directions 2'

"Advertising Directions 2—Trends in Visual Advertising," a 260-page book which analyzes and discusses the latest advertising trends, has been published by Art Direction Book Co., New York. Edited by Arthur Hawkins, art director and designer consultant, and Edward M. Gottschall, editor of *Art Direction*, the book contains a reference section, providing data on average salaries and studio billing trends, entering competitions, locations of local commercial art clubs, lists of new books, samples of new type faces and a digest of of new production trends.

Bird Promotes Jim Hanlon

James F. Hanlon, formerly assistant advertising manager of the building materials division of Bird & Son, East Walpole, Mass., has been appointed advertising and sales promotion manager of the division.

Merchandising Ideas

Steel Co. Cans News Release

• "Steel yourself for another canned press release! For years editors have griped about canned press releases. Finally, a company has come up with a press release actually canned."

So began a news release sent to editors in the Chicago area. And the release was sealed in a coffee-type can delivered to the press as an invitation to the opening of new headquarters of Interstate Steel Co. in Des Plaines, Ill. The canned press release, said Howard R. Conant, Interstate Steel Co. president, emphasizes the "can do" spirit of the steel company service company as well as placing "the press on its mettle—or metal, if you will." At the open house, manufacturers, steel mill officials, and press toured the facilities and were entertained in a circus tent on the grounds with buffet dinner and a Dixieland band. Special hosts were members of the Chicago Bears football team, some of whom are Interstate salesmen in the off season.

Agency Seeks Sales by Pigeon

• Armand-Richards Advertising Agency, Hackensack, N. J., specialist in electronics accounts, used an ancient communications method to dramatize a recent sales message. The agency delivered a caged pigeon named Sam to Hayden Publishing Co., New York, the first day the electronics publication publisher occupied new quarters at 850 Third Ave. Attached to Sam's cage was this message: "If you know companies which need creative minds to dramatically present a technical product . . . simply let Sam out of his cage. Like Sam, we're self starters—advertising people that fly straight up, circle once to get our bearings, and then head for the target."

The capsule on Sam's leg contained a small form to be completed by James S. Mulholland Jr., Hayden president, who then returned it to the capsule and loosed Sam from the office window. Within minutes, Sam flew home to his coop in northern New Jersey and his message—a signal to the agency to use more conventional means of communication to set up a meeting—was relayed by telephone to Armand-Richards by Sam's owner. Pigeons like Sam were sent to other electronics publications by the agency to reach space salesmen, publishers and even editors in an effort to stimulate new business accounts. Armand-Richards, formed in January, 1960, reports its pigeon promotion has resulted in several leads to new accounts. Of its 35 accounts, 26 are in electronics.

Savers Get Flag Album

• The Bay Area's First Savings & Loan Assn. (Oakland, San Francisco, Berkeley, San Leandro, Alameda, Walnut Creek) has inaugurated a continuing program of building community good will without depending upon premiums as the sole means of attracting new accounts. Its newest promotion is a Flag Stamp Album which comprises a complete history of the flags of the U.S. The album, a four-color folder, comes with a sheet of flag stamps to be pasted in the space provided. The albums are distributed through First Savings' six offices. As researched and designed by Kennedy-Hannaford, the association's agency, the flag album proved the perfect sequel to earlier flag promotions. When the 48-star flag became obsolete with the advent of Alaska's statehood, First Savings gave to customers desk-size 48-star flags as a collector's item. The giveaway was repeated with both the 49-star flag and the 50-star flag.

ANSWER BY RETURNING PIGEON—*The first mail delivered to Hayden Publishing Co.'s new quarters comes by pigeon from Armand-Richards Advertising Agency. Carol K. Wike, agency promotion director, delivered the pigeon to James S. Mulholland Jr., Hayden president, who sent a message to the agency via the same method.*

MAIL BOX—*Hub Mail Advertising Service, Boston, is using this truck for pick-ups and deliveries. Painted red and blue, the mail box truck stands 11' high. Hub plans to convert other panel trucks to this style.*

Formfit Uplifts With Magazine

• Formfit Co., large user of newspaper advertising, stretched out into the publishing field recently to tell buyers and merchandise managers about its August-December ad schedule. The company published a 32-page, two-color magazine printed in rotogravure and resembling a Sunday supplement. The magazine, "Fall Guide for That Formfit Feeling," was introduced at the company's New York headquarters during the fall corset market June 12-16. According to Arthur H. Baum, advertising vp, Formfit "zipped into its task with the purpose of uplifting buyers and managers on the subject of advertising." Page ads on the cover and throughout the magazines are duplicates of ads that will appear in *American Girl, Glamour, Harper's Bazaar, Mademoiselle, Vogue, Parade* and *Sunday*. The contents also included special features by Betsy White, fashion editor; a crossword puzzle employing Formfit style names and fashion terms; and a catalog of selling aids.

Formfit's advertising personnel turned editorial to produce the publication; with Mr. Baum as publisher; Robert E. Horan, advertising manager, as managing editor and printer's devil; and Sherrie Kahn, copy chief, as editor. Standard Rotogravure Corp., Louisville, printed the magazine. Tatham-Laird is the Formfit agency.

Hopple Card Uses Product

• Hopple Plastics, Cincinnati, is utilizing its own product in a new business card for its executives. The folded card, printed in grey and red on white, contains a miniature plastic blister of the type the company manufactures for industry. The transparent blister, in the form of an "H" reveals a design incorporating the Hopple trademark. The business card is part of a corporate identity program which involved redesigning all company graphics. Ted Menderson Co., Cincinnati, was responsible for the design program.

Storecast Offers Zany Booklet

• Storecast Corp. of America, has published "Supermarket Industry Review," an "illustrated survey of the developments in the supermarket industry during the past 15 years." A clever burlesque, the booklet contains a series of droll photographs with facetious captions. For example, the opening photograph shows the main street of an early western town and is captioned: "Shopping Centers—glamorous one-stop shopping communities attract millions for maximum merchandising impact." Storecast introduced it at the Supermarketing Institute in Chicago in May and reports response was terrific. Copies may be obtained from Storecast, 11 W. 42nd St., New York. #

TEST KITCHEN

Latest scientific techniques assure quality control

INDUSTRY REVIEW—*This is one of the illustrations in a droll booklet published by Storecast Corp. of America.*

EVERYONE READS—*Foundation garment buyers and salesmen peruse the fall Formfit advertising schedule, published in Sunday supplement style. The 32-page magazine, introduced at the corset market in New York, also was sent to 1,500 buyers and merchandise executives.*

McNaughton-Laub Adds Two Accounts; Names Shull

McNaughton-Laub, Los Angeles, has been named to handle radio-tv billings for Market Basket Stores, Los Angeles supermarket chain. The account, billing an estimated $150,000, formerly was handled by R. J. Forrestal, who dissolved his agency to join McNaughton as a vp. Newspaper advertising will be handled by the client. McNaughton-Laub also has been named by Dr. William S. Casselberry, Los Angeles, to handle advertising for a series of mail order courses on "Salesmanship & Psychology."

McNaughton-Laub has named John Shull, formerly with Wade Advertising, a vp and merchandising specialist.

Frank Gary Thomas Adds Biltrite; Appoints Two

Frank Gary Thomas Advertising, New York, formed recently to handle the Lovable Brassiere account, has been named to handle advertising for Biltrite Baby Carriage Co., Brooklyn. Biltrite formerly was at W. B. Doner & Co., where it was serviced by Lee Garfield, now president of the Thomas agency. The agency also has named Joseph Del Sorbo, formerly with Doherty, Clifford, Steers & Shenfield, senior art director and Frank Massina, previously with Sanders, Lowen & Alexander, production manager.

'SBI' Appoints Four

Richard Rosenzweig, Richard Christiansen, Robert McKenzie and Robert Reisinger have joined the Chicago office of *Show Business Illustrated* as advertising sales representatives. Mr. Rosenzweig was with *Playboy*; Mr. Christiansen previously was with Conover-Mast Publications; Mr. McKenzie formerly worked for *Popular Mechanics* and *Scholastics Magazine*; and Mr. Reisinger previously was with Crosley Broadcasting Corp.

Worcester Baking Appoints

Worcester Baking Co., Worcester, Mass., has appointed Hoag & Provandie, Boston, as its advertising agency. Chris Smallbridge is the former agency of record.

THE
BIG
5th
EL PASO, TEX.
TAKE THIS
MARKET STRAIGHT
El Paso, big 5th city of Texas, serves 750,950 consumers, who command better than three-quarters of a billion dollars effective buying income, and who spend half a billion in retail sales! The big 5th scores well within the nation's
TOP FIFTY MARKETS.
Get 100-proof coverage of this Southwestern super-market with El Paso Broadcasters. Buy the Big 5th . . . El Paso, Texas.
EL PASO BROADCASTERS:
KELP-TV / KELP KHEY / KROD-TV
KROD / KSET / KTSM-TV / KTSM
XEJ-TV / XEJ / XELO / KIZZ

Three Fifths of Chicago's Young Adults can't read..

Young adults (under 35) are an extremely significant market. These are the people starting today's "new families." They need everything. Their purchasing power is considerable. And advertisers note—more than 7 of 10 read a newspaper every day.

But did you know? You *now miss* from 62.7% to 81.9%—well over three-fifths—of this important group when you advertise in *just one* Chicago daily newspaper.

It's clearer now than ever before. It takes *two or more* newspapers to sell Chicago—and the top two for the money are the Chicago Sun-Times and Chicago Daily News.

The new Sun-Times and Daily News rate structure, with new combination discounts, gives you Chicago's most efficient advertising buy. From 48 to 241 more readers per dollar, from 28 to 204 more young adult readers per dollar than any other two-paper combination.

*"Chicago NOW," a report based on the first Chicago market study ever conducted in consultation with the Advertising Research Foundation, supplies some revealing figures—and important new ideas—about *today's* Chicago market. If you don't already have a copy, contact your Sun-Times or Daily News representative today. He'll also have *specific information* on how recent Chicago rate changes have affected the figures in "Chicago NOW."

**Based on 1090 line B/W ad*

. . . your advertising when you use any single daily newspaper

TOP TWO FOR THE MONEY

CHICAGO SUN-TIMES

CHICAGO DAILY NEWS

CHICAGO SUN-TIMES
CHICAGO DAILY NEWS

CHICAGO: 401 N. Wabash Avenue, WHitehall 3-3000
NEW YORK: Time and Life Bldg., Rm. 1708, CIrcle 6-1919
DETROIT: Buhl Bldg., Room 1026, WOodward 3-0930
MIAMI BEACH: Hal Winter Co.
ATLANTA, LOS ANGELES, SAN FRANCISCO } Sawyer-Ferguson-Walker Co.

Copyright 1961, Field Enterprises, Inc.

75th ANNIVERSARY

Probably no other business publication in this country has enjoyed the editorial freedom carved out for itself—than has *America's Textile Reporter.*

Under the able direction of three editors for the last 75 years—all Bennetts—the *Reporter* has never hesitated to praise good works or to criticize evil practices in the textile industry.

We cater to those who say "yes" and their number is small.

News travels fast these days—place your advertising in the nation's textile weekly.

AMERICA'S TEXTILE **Reporter**

ADVERTISING AND PRODUCTION OFFICES:
286 Congress St., Boston 10, Mass.
NEW YORK 17, 60 E. 42nd St.
GREENVILLE, S. C. — S. C. Nat. Bank Bldg.
CHICAGO 1, ILLINOIS, 360 N. Michigan Ave.

FREE CREDIT—*Paper Mate Co., Chicago, is introducing a jingle completion contest in which winners will get free credit with various credit card operators. A total of $50,000 in credit—including a first prize of $10,000—is offered.*

83.7% of total liquor lineage in Indianapolis newspapers appears in The Star and The News

They're in...in Indiana

with The STAR and The NEWS

Morning & Sunday — Evening

The 616,540 lines of liquor advertising placed in The Star and The News during 1960 was 83.7% of all liquor lineage in Indianapolis newspapers.

The 14 brands that shared this space are in the stores and homes of this $4.3 billion, 45 county Central Indiana market.

Here's the most selling power—at lowest dollar cost—in this big, ready-to-buy market.

The Indianapolis Star and The Indianapolis News

Kelly-Smith Company National Representatives

Knoxville Ad Club Rips 'News-Sentinel' for Outdoor Attacks

KNOXVILLE, July 5—The Greater Knoxville Advertising Club last week approved a resolution blasting the *Knoxville News-Sentinel* for the daily's attacks on outdoor advertising.

The resolution charged that "this constant vilification, condemnation and ridicule of competing advertising media is completely out of proportion to any justifiable criticism and opens to serious question the true motives of the *Knoxville News-Sentinel* editorial department."

The resolution said that the club "rises to the defense of the advertising profession and roundly condemns the emotional and unjustified attacks on outdoor advertising by the *Knoxville News-Sentinel.*"

The *News-Sentinel* and other Scripps-Howard newspapers have carried on a long campaign against outdoor advertising in connection with the bill which passed Congress last week on construction of the interstate highway system (AA, July 3).

Loy Miller, editor of the *News-Sentinel*, declined to comment on the resolution. #

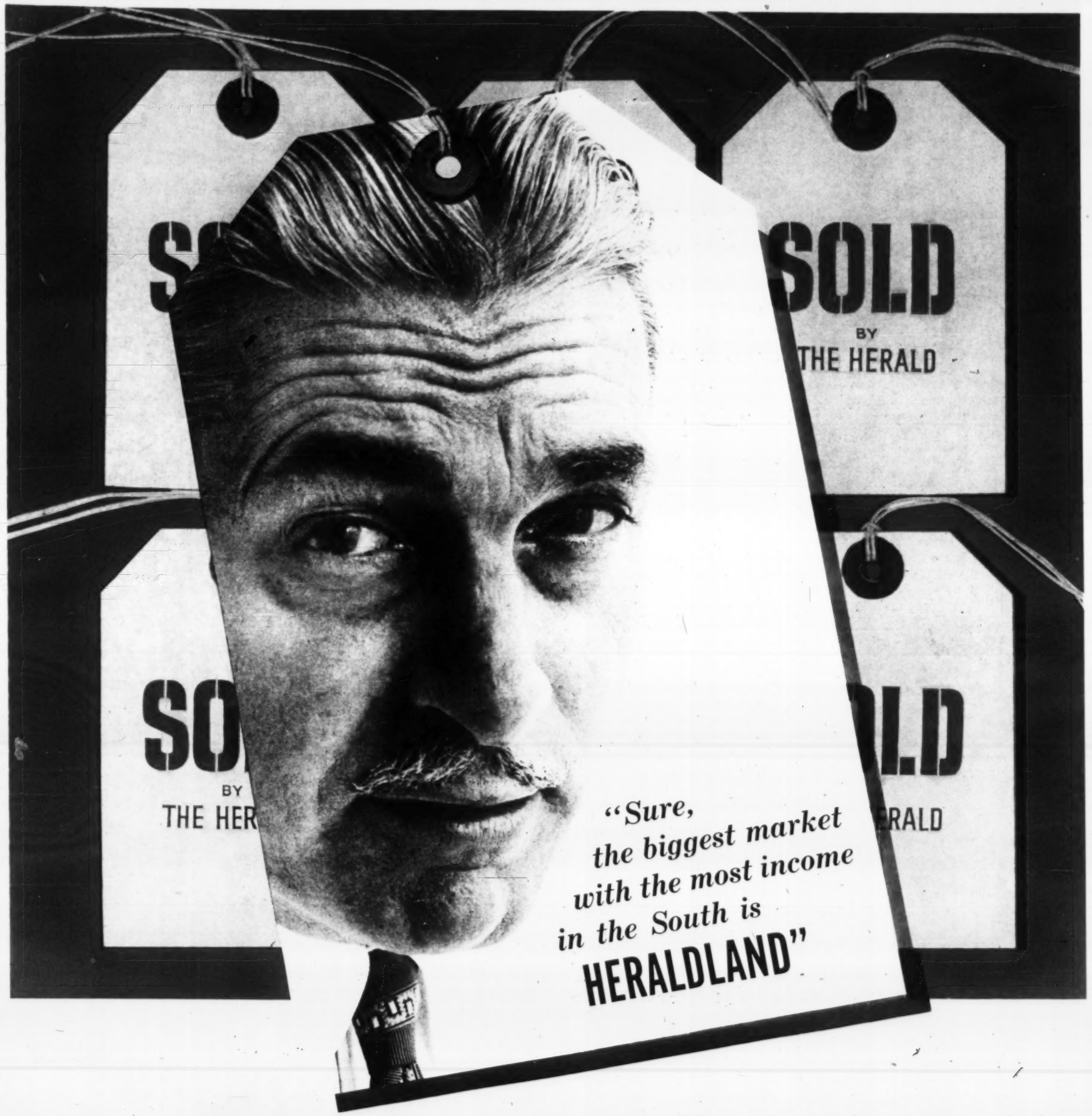
Mail Foundation Survey Shows Direct Mail Declines

A survey of 37 companies in 10 cities by the Business Mail Foundation, New York, showed that increases in third class postage rates which went into effect July 1, 1960, resulted in an 11% rise in annual postage bills. The amount went from $11,532,000 in 1959 to $12,763,000 in 1960. The survey also showed that volume of bulk third class mail in the first quarter of this year was off "substantially" in all 10 cities, ranging from a 28% decline in Topeka, Kan., to 11.7% in New York, 11.4% in Detroit and 10.2% in Pittsburgh.

The survey further indicated that Detroit businesses mailed 11,400,000 fewer pieces of bulk third class mail in the first quarter of 1961 than in the same period of 1960, but their postage bill was $79,000 greater. San Francisco businesses paid $55,000 more for 2,600,000 fewer pieces of mail. In four other cities where volume decreased, postal revenue also decreased.

Bendix-Pacific Names Buckley

James P. Buckley, formerly director of sales and service of the Eclipse-Pioneer division of Bendix Corp., has been named to the new post of director of marketing and planning of Bendix-Pacific division, North Hollywood, Cal.



HERALDLAND is the BIGGEST and GROWINGEST MARKET in the SOUTH

WRITE FOR NEW 3-D ADVERTISING RATES
Bulk Continuity and Page Discounts

Yes... HERALDLAND! 273,500 households with net buying incomes of $4,000 to $9,999. And if you're looking for incomes of $10,000 or over, there are 61,000 such households in Heraldland.

4,815,700 people... $3,621 million effective buying power... $2,695 million retail sales, a market greater than any of 26 entire states.

HERALDLAND — the South's No. 1 market — is sold by the South's biggest and most influential newspaper

The Miami Herald

STORY, BROOKS & FINLEY, INC., NATIONAL REPRESENTATIVES

The best to you each morning...

No, we can't serve your breakfast in bed. But we can guarantee to start your day right with the quality of work you always get when the Century man makes your delivery! Ask any top agency Production Manager!

You can be certain with

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B & W and Color Proofing
Duplicate Photoengravings

160 East Illinois St., Chicago 11 • DElaware 7-1541

Salada Sponsors Pops Concert to Woo Boston Tea Drinkers

Salada-Shirriff-Horsey, Woburn, Mass., sponsored an Esplanade Concert of the Boston Pops Orchestra July 9 to promote Salada tea as the "#1 tea in Boston." The concert is the latest of a series of events especially planned for the Boston market, the nation's highest in per capita tea consumption. The Salada concert was advertised by Sunday supplement insertions showing Arthur Fiedler at the Boston Pops concert hall. An attendance of 15,000 was expected.

In the past, Salada has held Boston tea-tasting parties to benefit non-profit organizations and served tea to players at the National Doubles Tennis Tournament in a Boston suburb. The Boston influence is evident in the Salada ads, too; they are illustrated with Elliott Erwitt photos of historic Boston sites. Doyle Dane Bernbach Inc., New York, is the agency.

ABC Finds Dailies' Circulation Reaches 64,397,118 Level

CHICAGO, July 5—Daily newspaper circulation in the U.S. and Canada reached an average of 64,397,118 copies per issue during the six-month period ending March 31, according to a study just completed by the Audit Bureau of Circulations.

The figure represents a rise of 862,567 copies in daily distribution over last year's figure, ABC said.

Sunday average circulation dropped to 50,089,218, a decline of 337,946 copies below the 1960 total. ABC said the decrease was due largely to the consolidation of the *Detroit News* and *Detroit Times*.

Nearly 97% of the aggregate total daily and Sunday circulation was verified by ABC, the organization said. Included in its study were 1,830 dailies and 564 Sunday newspapers. Thirty-two newspapers issued no circulation reports for the period.

■ Among dailies, evening newspapers led in circulation with 38,609,403 copies. Morning dailies circulated an average of 25,447,880 copies. All-day newspapers circulated 339,835 copies.

Of the 2,394 newspapers published in the two countries, ABC reported, 1,491 were evening newspapers, 331 morning newspapers, 564 Sunday newspapers, and eight were all-day newspapers. The total a year ago was 2,419.

ABC morning dailies in the U.S. gained 2.68% in circulation during the period studied; ABC morning dailies in Canada gained 4.63%; U.S. evening newspapers showed a rise of 0.17%; their Canadian counterparts increased circulation 3.07%.

■ In the Sunday field, Canadian circulation gained 6.21%, while U.S. Sunday circulation—due to the consolidation—declined 0.67%. The 27.37% increase in U.S. all-day circulation largely reflects a combination of the *Journal* and *Tribune*, Sioux City, Ia., into a single all-day newspaper, ABC said.

U.S. dailies numbered 1,726, of which 1,168 were ABC members. The number of U.S. Sunday newspapers was 559, of which 460 belonged to ABC.

In Canada, ABC noted 104 dailies and five Sunday newspapers, all ABC members. #

Gray & Rogers Names Two; Adds Huntingdon Industries

Gray & Rogers, Philadelphia, has named Arthur A. Bailey, formerly with Arndt, Preston, Chapin, Lamb & Keen, and Joseph E. Sands III, formerly vp of Merchandising Institute, Haverford, Pa., to its contact department.

Gray & Rogers has been named to handle advertising for Huntingdon Industries, Bethayres, Pa.

Page Advertising Opened

Page Advertising has been formed by Richard C. Page with offices at 925 E. Maple Rd., Birmingham, Mich. Mr. Page has held account executive posts at MacManus, John & Adams, J. Walter Thompson Co. and Campbell-Ewald Co.

Harvey Heads PRSA Bay Unit

Paul Harvey, manager of public relations of Shell Oil Co. at San Francisco, has been elected president of the Bay Area chapter of the Public Relations Society of America, which now has 100 members in Northern California.

LBA Elects Berman VP

Mirà Berman, public relations director of Lavenson Bureau of Advertising, Philadelphia, has been elected a vp.

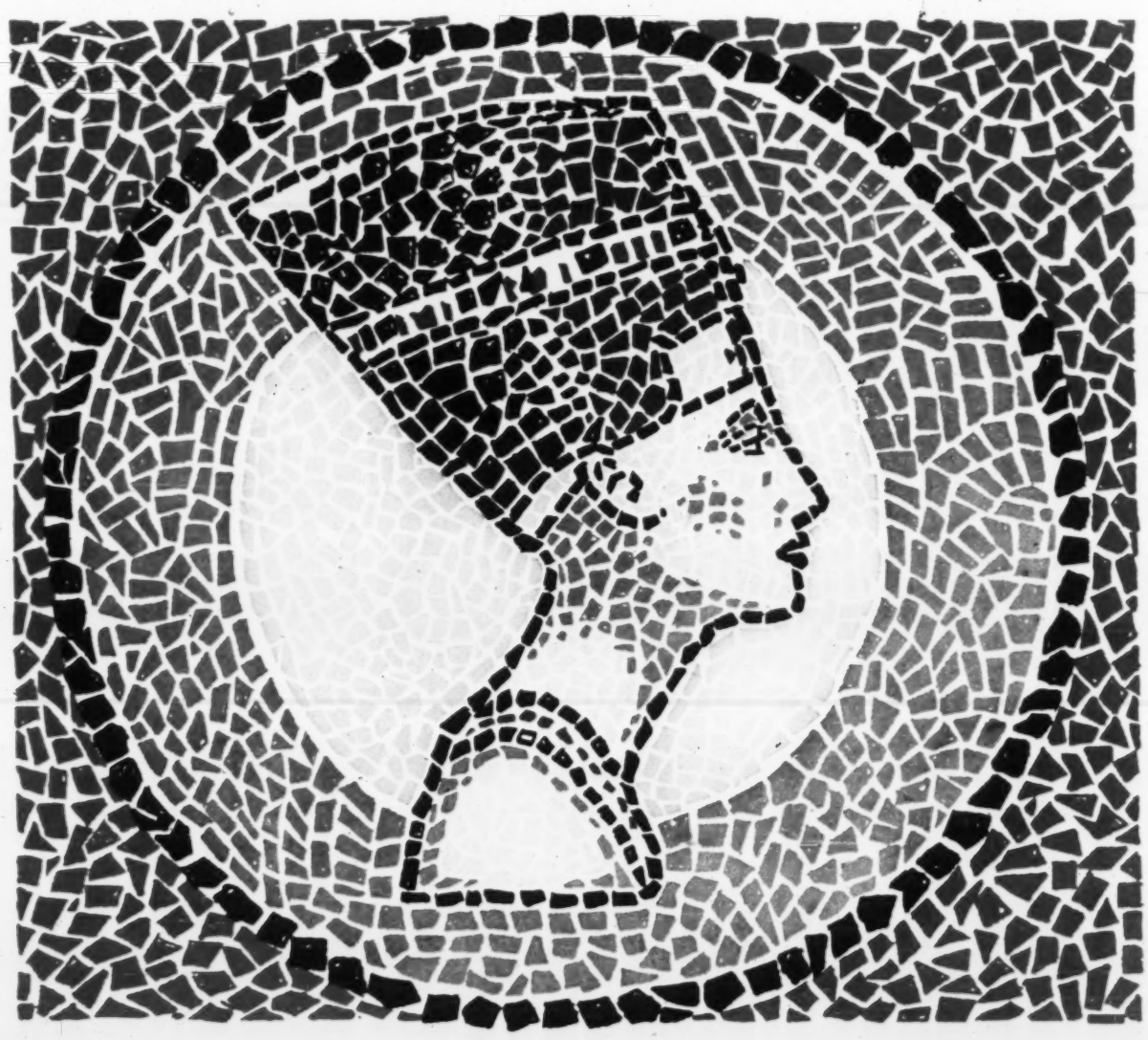
CREATIVITY... wfmy-tv creates sales in the nation's 44th market*

This intricate mosaic based on the sculpture of Queen Nefertite is an example of one of the oldest known forms of art . . . the creation of a design from many small pieces of stone.

For the creation of sales, depend on WFMY-TV to bring together 2.3 million viewers and produce results for you in the nation's 44th TV market.*

For full details about WFMY-TV's creative abilities in the growing Industrial Piedmont, call your H-R-P representative today.

*Source: Television Magazine, 1960 Data Book



SEAL OF GOOD PRACTICE
CHARTER SUBSCRIBER

wfmy-tv

GREENSBORO, N. C.

'NOW IN OUR 12TH YEAR OF SERVICE'

Represented by Harrington, Righter and Parsons, Inc.

CHANNEL 2 CBS

IT'S CATCHING

The Plaza Hotel's new campaign has created excitement—so much so that food sales are up 27% and beverage sales up 46% over last year. The New Yorker is the only consumer magazine carrying the full-page advertisements, like the one below. For more details on how this New Yorker campaign sparks business, please write us and we will be happy to send you a booklet.

THE NEW YORKER

NO. 25 WEST 43RD STREET, NEW YORK 36, N. Y.

She's playing at The Plaza...while Rome burns.

The Italians are smoldering and who can blame them? We've stolen their best-loved singer. Katyna Ranieri is her name, and she sings all the sweet and sultry songs that are the rage right now in Rome. The Persian Room is the place. Performances at 9:00 and 12:15. Engagement, May 17 to June 17. Dancing to Ted Straeter, his songs, piano and orchestra, and Mark Monte's Continentals. For reservations call PLaza 9-3000. The Persian Room at The Plaza.

HOTEL CORPORATION OF AMERICA

ADVERTISING AGENCY FOR THE PLAZA: DOYLE DANE BERNBACH INC.

BETTER FARMING METHODS

Established Magazine for Agricultural Change—founded 1928

- **Serves the Farm Market's Adoption Leaders**

Established Readership . . . Starch Proved
Qualified Circulation of 50,000 . . . BPA Audited
(25,000 high-income farmers plus 25,000 professional ag leaders)

- **Expanding Jan. 1, 1962 to 75,000 circulation**

50,000 high-income, influential farmers plus 25,000 ag leaders

- **One of the 8 Tested Watt Publications**

BETTER FARMING METHODS BPA

Watt Publishing Co. Mount Morris, Ill.

NEW YORK CULLMAN, ALABAMA REDLANDS, CALIFORNIA

Reilly, Brown Adds One

Reilly, Brown & Tapley, Boston, has been named to handle advertising for Emerson & Cuming, Canton, Mass., manufacturer of dielectric materials for the electronics industry. Frank G. Sparks, formerly with Herbert W. Frank Agency, Boston, has been named production and traffic manager of Reilly, Brown.

Two Join Tatham-Laird

Paul Ahmed, formerly an analyst with Bell & Howell Co., has joined Tatham-Laird, Chicago, as market research analyst. James C. Warner, formerly with Kenyon & Eckhardt, Chicago, has joined the agency as a media manager.

Batchellor Rejoins Hutchins

William G. Batchellor, formerly with Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, has rejoined Hutchins Advertising Co., Rochester, N. Y., as a senior copywriter.

INSIDE SOLID CINCINNATI:

"So you were listening when Harold said we Cincinnati Enquirer families have $600 a year more to spend than the average Cincinnati family."

.....SOLID CINCINNATI READS THE CINCINNATI ENQUIRER

Daily Enquirer families *make* more, *need* more, *spend* more. You're *in solid* with them when you advertise in their newspaper . . . the Cincinnati Daily Enquirer. For more facts on the *market-that-matters* in Cincinnati, write the Cincinnati Enquirer for the latest Top Ten Brands survey.

Represented by Moloney, Regan & Schmitt, Inc.

THE 'EYES' HAVE IT—*When Al Paul Lefton Co., agency for Continental Distilling Co., sent this proof of a new campaign for Philadelphia White Label brand whisky to John J. Schwed, Continental ad manager, he sent his approval by drawing in eyes and teeth with "OK, JJS." The campaign will run in newspapers in New York and northern New Jersey. Outdoor and subway cards also will be used.*

Sales of Durables Grow More Slowly, New Study Shows

ANN ARBOR, July 5—The investment of consumers in durable goods has increased only 1% annually over the past five years, as compared with annual increases of 8% for the same goods during the period of 1946 through 1955.

These findings and others are contained in an analysis, "Consumer Durables: Stocks & Expenditures," which has just been published by the Foundation for Research in Human Behavior, an independent organization headquartered on the University of Michigan campus here.

If consumers step up the investment rate in durable goods 2% to 3% in future years, the automobile industry and other durable goods producers would face a glowing future, the report said.

■ The spending for durable goods slumped during the past five years because of a sharp decline in new household formation from an average of 1,500,000 between 1947 and 1950 to 770,000 in 1960, and a modest but accelerating increase in the average age of durable goods kept by American families, according to the study. #

DDB Names MacKay in L.A.; Three in New York

Don MacKay has been named administrative manager of the Los Angeles office of Doyle Dane Bernbach Inc. He formerly was manager of administration of Fuller & Smith & Ross, Los Angeles. DDB has appointed John Keevey, formerly a vp and account executive with Erwin Wasey, Ruthrauff & Ryan, and Hugh McCloy, previously an account executive with Batten, Barton, Durstine & Osborn, account executives in New York. Ruben Kleidman, formerly with Young & Rubicam, has been named a project director in New York.

Bill Johnson is a Texas-born designer and illustrator who now works and teaches in San Francisco.

respect for print

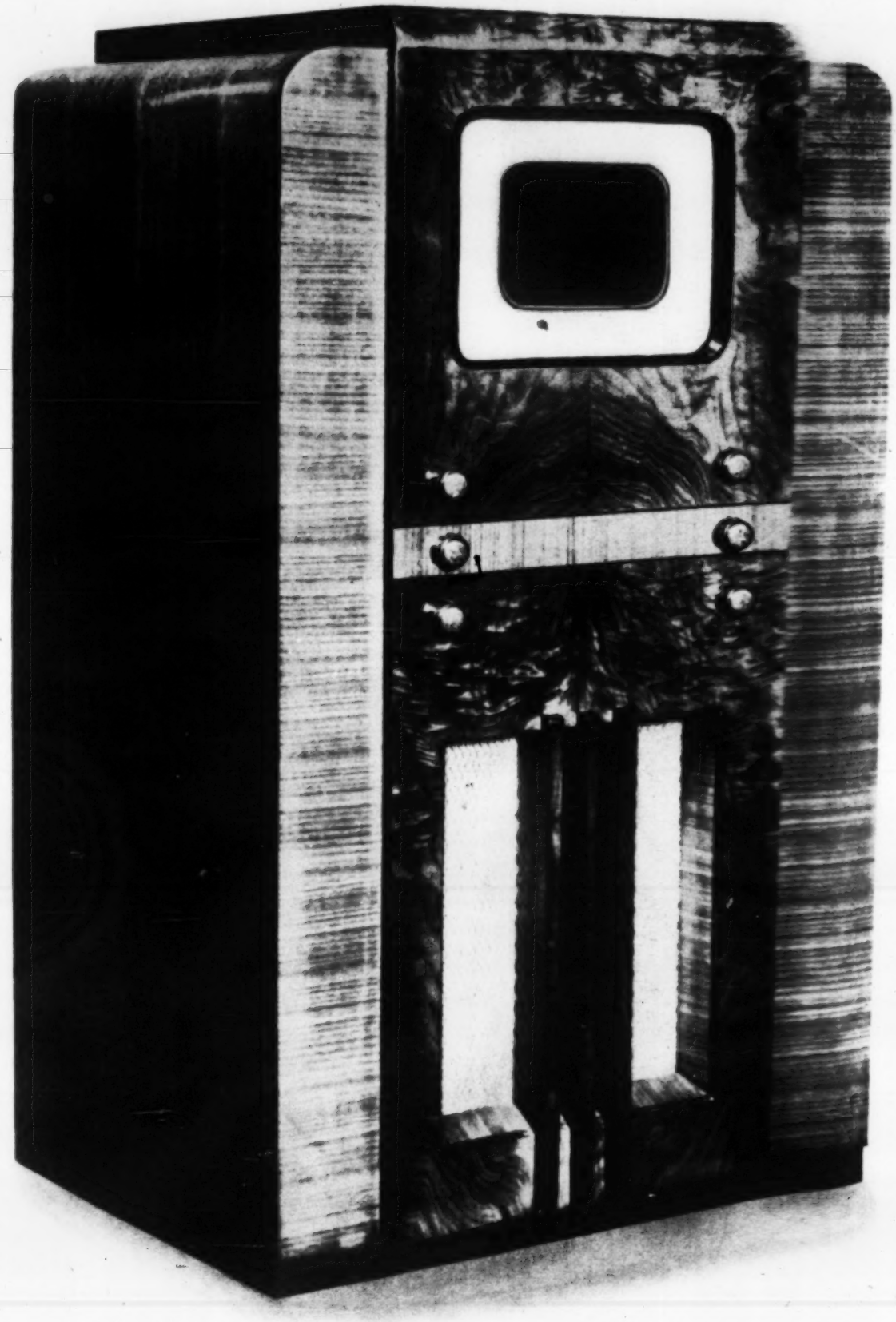
is deeply rooted in American life.

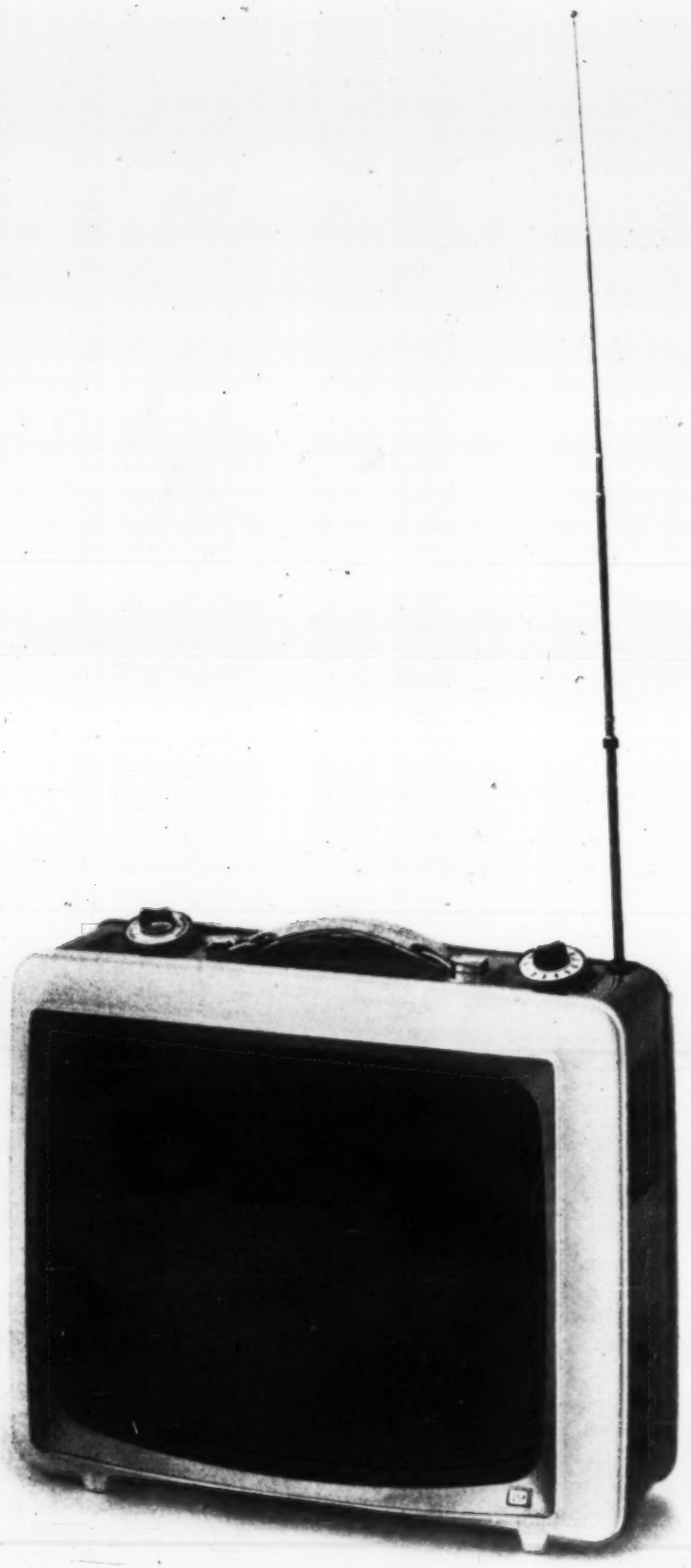
From childhood, books, magazines and newspapers fix and shape our broad and basic picture of what America is and means. We may turn to other media for diversion, but it is a national habit to base important decisions on what we see and read in print. This is why the most successful advertisers give first consideration to print media . . . national magazines, roto magazines circulated through newspapers, and local newspapers . . . as the foundational structure for advertising and marketing. It is respect for print . . . for what America's advertisers say in print . . . that has built the buying habits and brand preferences of the American people.

We have a professional as well as a personal respect for print because, for more than a quarter-century, we have watched what printed advertising can do from the technical vantage point of a national photoengraver. During this time many successful print advertising campaigns have passed through our shop. We have worked closely with art directors, artists and photographers, who, sharing our respect for print, have joined with us to develop and publish this series of advertisements as a tribute to America's national magazines and newspapers.

COLLINS, MILLER & HUTCHINGS, INC.

America's finest photoengraving plant for letterpress and gravure • 333 West Lake Street, Chicago





There's a new generation of watchers, too.

Post-war families . . . younger, larger families . . . bigger spenders . . . with an obvious TV preference for ABC programs.

You don't have to slide slide rules or compute computers to find out who are the biggest spenders in America.

If you're the head of the household, if you're under 40, if there are five or more in the house, you're the biggest spender in America. You *have* to be. Maybe not on Minks-and-Mercedes . . . but in the Super-Market.

How does ABC-TV rate with such families? *First.*

Currently, ABC has 23.1% (*per average minute*) of the homes where the head is under 40. Net Y has 19.8%. Net Z, 17.5%.*

Currently, ABC has 26.2% (*per average minute*) of the homes with 5 or more in the family. Net Y has 21.0%. Net Z, 18.2%.*

It would be strange were it otherwise . . . considering ABC's leadership in programming for the new generation of watchers. Over the entire spectrum of communications—entertainment, sports, comedy, news, public interest—no network communicates as freshly, as dramatically, as vigorously as ABC-TV.

. . . *The Real McCoys . . . The Untouchables . . . The Flintstones . . . ABC's Wide World of Sports . . . ABC TV News Final . . . The Churchill Series* . . . these are pointedly superior cases in point.

Another thing about those big spenders. You not only reach more of them on ABC. You reach them more economically.†

Makes ABC your best buy in network television. Right? Right.

ABC Television

*Source: Nielsen TV Index Average Audience Ratings, Jan.-April 1961. Mon.-Sat. 7:30-11 P.M. Sun. 6:30-11 P.M. †NTI Cost Reports, Jan.-April 1961, estimated time and published talent cost.

ANA Endorses AIA Form

The Assn. of National Advertisers board has endorsed the media data form sponsored by the Assn. of Industrial Advertisers. The form is now used by more than 300 publications. Others recommending the form are the American Assn. of Advertising Agencies, Associated Business Publications and National Business Publications.

WDAF Stations Name McLean

John T. McLean, formerly manager of promotion and research of WDAF, Kansas City, Mo., has been named director of sales development of WDAF and WDAF-TV. W. Judson Woods, director of promotion and research of WDAF-TV, has been given the additional promotion and research duties of the radio station.

LUBBOCK is 6th
IN TEXAS, DOING A TOTAL VOLUME OF SALES TOTALING $309,772,000 IN A GREAT. . . . . .
WHOLESALE MARKET
As Reported by 11th Fed. Res. Dist.
LUBBOCK AVALANCHE JOURNAL
Lubbock, Texas

Sponsor Control of TV Is Waning, Paar Contends

NEW YORK, July 6—Speaking from his own experience, naturally, Jack Paar is disputing the contention that sponsors hold a heavy hand over tv shows and performers.

Mr. Paar's views on this controversy, which flared again during the Federal Communications Commission's hearings here, are on record in his best-selling book, "I Kid You Not," now available in a paperback giant Cardinal edition.

The NBC performer approached the subject of sponsor influence by way of a rebuttal to critic John Crosby's remarks about "people like Garroway and Paar," who wouldn't miss freedom because they never had any.

Wrote Mr. Paar: "I have never felt any great awe for the manufacturers of denture fasteners or Jockey shorts. I've never been under the control of any advertiser or network, and, in fact, have been so free as to be positively abandoned. My present show is not only not controlled; it's not even prepared. I await the day when John Crosby or any other newspaper columnist pokes public fun at his bosses as I have at William Paley of CBS or Robert Sarnoff of NBC. I won't hold my breath until some columnist chides the advertising in his own newspapers, the way I have scoffed at commercials on my own show.

■ "I have no special brief for sponsors. They are in business to sell their wares, and some of them have not been above fudging a bit on their claims, throwing their weight around, or devising commercials capable of driving viewers to the brink of madness.

"However, their control over program content, or over individual performers, is not very prevalent and is steadily diminishing. I've worked for a long line of sponsors, beginning with the legendary George Washington Hill, who was reported to chuck ash trays and other ammunition at his minions, and none of them exercised any control over me other than how I did their commercials, and they didn't always do that. I know this is true of many other performers, including Dave Garroway . . .

"On my present show, which I believe has more sponsors than any other network program in television, I have never met most of the sponsors—let alone been subject to any control by them. Our sponsors pay $9,000 a minute to put their commercials on the show. They have nothing whatever to say about the program itself and none has even so much as offered a suggestion. Also, they often take our advice on the handling of a commercial, rather than the other way around . . ."

■ Mr. Paar said sponsor control of programming was widespread in the old days of network radio, when most big shows were produced by advertising agencies, but he noted that filmed television changed all that.

"With the growth of television, the infinitely greater cost and difficulty of producing shows, and the increase in the number of filmed over live programs, largely shunted advertising agencies out of the role of producers," Mr. Paar continued.

"The majority of nighttime programs now are filmed shows produced by independent producers or talent agencies. What the sponsor of these shows buys is a half-hour film into which he inserts his filmed commercials. He has little or nothing to say about the entertainment content of the film.

"After all, how can a manufacturer of toothpaste or cigarets control people like Matt Dillon or Peter Gunn?" Mr. Paar asked. ≠

The butter on this half dozen ears of fresh corn cost only 3¼¢ more than a cheap spread would have cost...
Gee, I'm glad I use
Real Butter
AMERICAN DAIRY ASSOCIATION

BUTTER AND CORN—*American Dairy Assn. will promote the use of "real butter" rather than "a cheap spread" on fresh corn in this 800-line b&w ad scheduled for 105 newspapers during July and August. Campbell-Mithun, Chicago, is the agency.*

POPAI Elects Stumpf

Howard Stumpf, manager of the display for the Hinde & Dauch division of the West Virginia Pulp & Paper Co., has been elected general chairman of the fifteenth annual symposium and exhibit of the Point-of-Purchase Advertising Institute, New York.

Alden Advertising Moves

Alden Advertising has moved to 49 W. 45th St., New York.

For advertising and marketing men concerned with antitrust and trade regulation developments—

BNA announces its new

Antitrust and Trade Regulation Report

featuring

• **WEEKLY NEWS COVERAGE of vital Federal and State developments in the antitrust and trade regulation field.** Includes reports of decisions, regulations, legislation, investigations, public and private litigation, new marketing arrangements and mergers, and other significant actions in this field.

• **COMPREHENSIVE ANALYSES of these developments as they affect the business community.** Includes plans and programs to comply with or combat the particular development.

• **FULL TEXTS of selected court and agency decisions and opinions.** Also texts of selected complaints, consent decrees and stipulations, enacted or proposed legislation, and important official pronouncements.

BNA's Antitrust and Trade Regulation Report brings you the latest news and analyses, as well as material for reference, to make your work easier and more effective. Fully indexed. Like other well-accepted BNA information services, the Report is guided by an advisory board of leading practitioners and consultants. It is published by an organization with long experience in this field.

You will find the Antitrust and Trade Regulation Report the best available source for all the information you need to keep up-to-date with this dynamic field.

Write or phone today for details of special introductory offer.

The BUREAU OF NATIONAL AFFAIRS, Inc.

BNA

Department 675
1231 24th Street, N.W. • Washington 7, D. C.
Telephone FEderal 3-6800

Why not have ACB check your

DEALER ADVERTISING TIE-IN SUPPORT?

Newspaper Tearsheets

ACB will furnish "Tearsheets" of all Dealer Ads that mention your product as they appear in daily and Sunday newspapers—or if you prefer, we can furnish a detailed typewritten report of this activity.

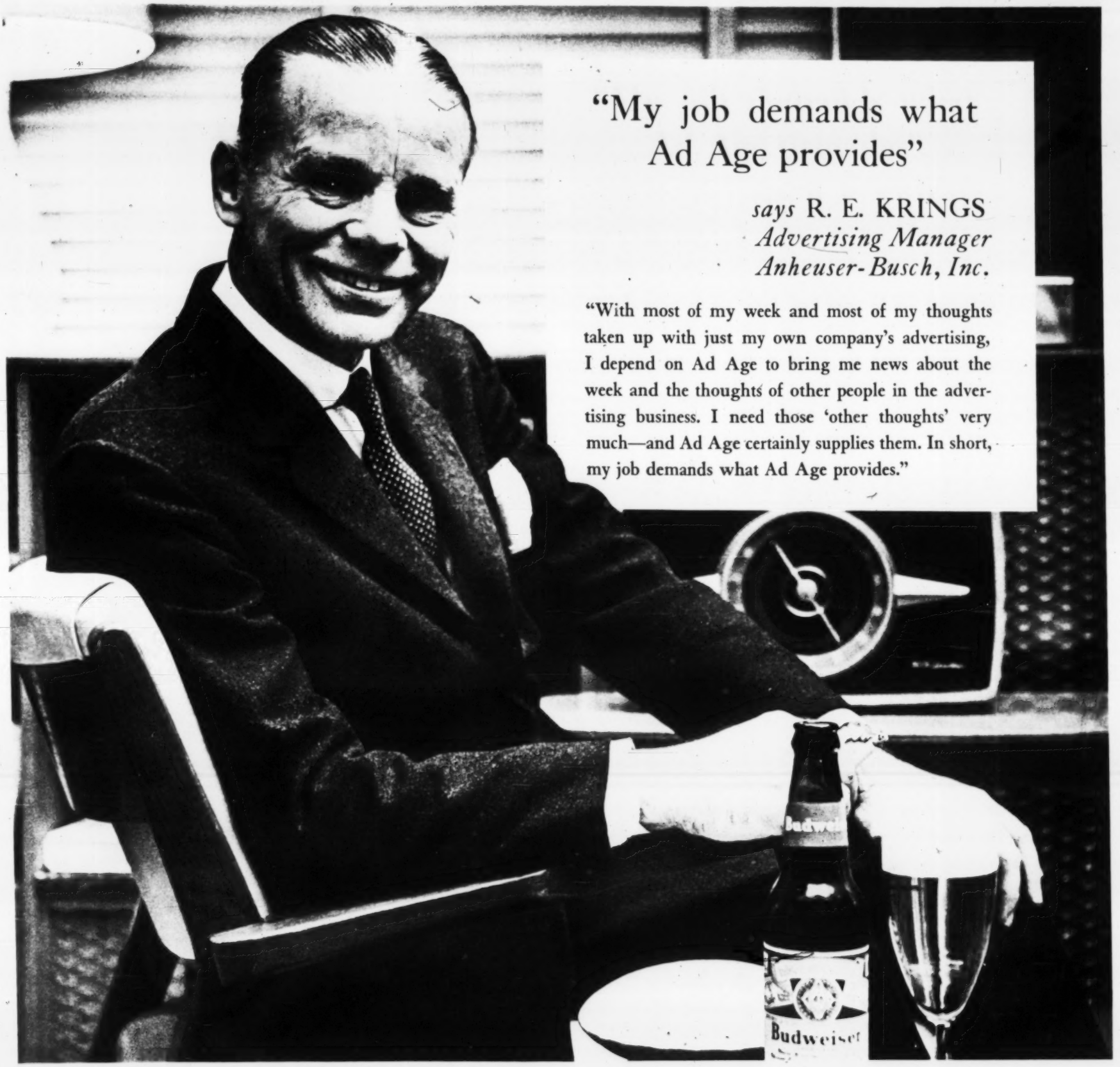
Simply tell us the ads you want to see—your own dealer ads or your competitors. It doesn't make any difference to us. When such ads appear we'll spot them—and place the tearsheets (or reports) on your desk.

We read every daily newspaper advertisement

ACB THE ADVERTISING CHECKING BUREAU, INC.

NEW YORK, 353 Park Avenue South • CHICAGO, 18 South Michigan Avenue
MEMPHIS, Tenn. • COLUMBUS, Ohio • SAN FRANCISCO, 51 First Street

Send today for descriptive material and free catalog.



"My job demands what Ad Age provides"

says R. E. KRINGS
Advertising Manager
Anheuser-Busch, Inc.

"With most of my week and most of my thoughts taken up with just my own company's advertising, I depend on Ad Age to bring me news about the week and the thoughts of other people in the advertising business. I need those 'other thoughts' very much—and Ad Age certainly supplies them. In short, my job demands what Ad Age provides."

Mr. Krings began his career in advertising in the advertising department of Anheuser-Busch, Inc., twenty-seven years ago. Later, and after a tour of duty in the sales department, he was appointed sales promotion manager, then assistant advertising manager. In 1950, he was advanced to the post of advertising manager.

Away from his duties for the nation's largest brewer, Ray Krings is active in various educational circles. Currently, he is a member of the President's Council of his alma mater, St. Louis University, and also serves on the Board of Advisors of Webster College.

Advertising Age

$6 Billion Billed by 677 Agencies in 1960; 41 Exceed $25,000,000

important to important people

200 EAST ILLINOIS STREET • CHICAGO 1, ILLINOIS
630 THIRD AVENUE • NEW YORK 17, NEW YORK

ABC ABP NBP

1 Year (52 issues) $3

KGO-TV Issues New Rate Card

KGO-TV, San Francisco, has issued a new simplified rate card with the rate structures based on the supply and demand of spot announcement and program time periods. All rates are printed on one side only and there are no discount or special rate quotations to confuse computations. Other features are: All time periods are for seven days and all time periods are contiguous; all time periods clearly define exact break time; and all time classifications are clearly listed at the top of the rate quotations.

DUHAMEL STATIONS
deliver more
OF THE LAND OF INFINITE VARIETY
and the FASTEST GROWING CITY in the North Central Region
North Dakota
Montana
Wyoming
RAPID CITY
South Dakota
BY ANY COMPARISON
HAY SPRINGS NEBRASKA
CBS ABC TV SATELLITE
KDUH KOTA
CBS RADIO
CBS-ABC TV
RAPID CITY S. DAK.

Adams Joins 'Metal Market'

Daniel D. Adams, formerly sales manager of *Printing Impressions*, Philadelphia, has been appointed district manager in the Chicago office of *American Metal Market*. He will cover Illinois, Indiana, Kansas, Michigan, Missouri and Wisconsin.

Gumbinner Appoints Two

Lawrence C. Gumbinner Advertising Agency, New York, has named Vincent Di Giacomo, formerly an art director of Ogilvy, Benson & Mather, an art director and Louis West Jr., previously with Ted Bates & Co., a time buyer.

You get
KING-SIZE ACTION
from a low-cost classified ad in Ad Age

The secret, of course, is that your ad can cost as little as $5 per week — yet it's read by over 177,000 top marketing men. If they like what you offer — you'll get a fist-full of replies. Risk a few bucks with the coupon below and see for yourself.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of $18.75 per column inch, and card discounts, size and frequency apply.

I am enclosing $_____

My Name_____

Street_____

City_____ Z___ State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St, Chicago, Illinois
4041 Marlton Avenue, Los Angeles 8, Calif

Commander Turns Philip Morris Sales Curve Up After Decade-Long Slide

(Continued from Page 3)

facture copy angle. The company said it "never figured that he would project a lasting image, he was not in for the long pull."

Commander first came on the cigaret scene when the Philip Morris name brand was at a low point of 10 billion in unit sales. From total sales of 36.5 billion units in 1952, volume had dropped to that 10 billion level last year. Matching the sales loss, the ad investment fell to a paltry (by cigaret standards) $1,600,000 in measured media, compared with the $9,000,000 budgeted for the brand back in 1952.

■ In the time the Commander theme has been in use, sales volume has been substantial enough to put the cigaret in the "good under-one-billion-units class." Adding Commander volume to that of Philip Morris regular, the total is said to be approximately 11.5 billion units, roughly Philip Morris' 1959 figure.

The Philip Morris brand began a long slide "when the filters got after us," according to Blake Henry, brand manager. The company then began assessing methods for holding the decline, while at the same time attempting to capitalize on the trend to longer cigarets.

The brand was already on the market in two sizes, regular and long (80mm). Management decided to revamp the longs, rather than toss a wholly new brand into the market.

The company used its newly acquired Mark VIII cigaret machine for the revamping. This machine, according to Mr. Henry, "can put fine tobacco in a cigaret better than ever before," while Joseph F. Cullman III, PM president, called it "the first major advance in cigaret making technique in many years."

■ The Mark VIII was by no means a company exclusive. P. Lorillard Co. has the same equipment, and a company official says, "We probably had the stuff long before Philip Morris."

At any rate, top brass at Philip Morris decided to make the most of the machine. One suggestion they abandoned at an early stage was to try marketing the old Philip Morris brands as "now being made with the Mark VIII machine." Instead, they decided to put their money on a Mark VIII-produced cigaret and market it "under the guise of being new and improved."

The result: The company lengthened the 80mm longs into kings 85mm and gave them a new name and a new package.

As soon as the Commander package was picked, Philip Morris regulars, too, were packed into the same design to maintain brand uniformity.

■ Commander tobacco represents no departure from the Philip Morris formula. "It's the same blend," said Mr. Henry. "The only difference is that we drastically improved an existing product. This we spelled out in our advertising —it tastes better and burns better; it's better packed, with no soft or hard spots."

The Commander name was chosen, continued Mr. Henry, because of its "feeling and connotation," and because it "might become a generic name for the king size with us."

The company did not test-market Commander. It got into national distribution without the usual routine of tests, research and consumer preference studies. "It was not an entirely new cigaret," Mr. Henry said. "Introducing Commander was not like coming on to the market with a cigaret like Henry's. . ."

■ Commander took off a little self-consciously. The "Commander" himself turned out to be a playful, little man in an under-size tugboat, beeping across the tv screen and generally having a gay time with his whistle.

He even got the wind knocked out of his sails once. The place: Grand Central Station. The tugboat was a feature of a display put up there for the company by MacArthur-Vitale Displays, New York. Regularly, day and night, the animated "Commander" blew a piercing beep-beep, which mystified commuters. Opinions varied about its origin. Some said it sounded like a sick quail, others that it was a sputnik gone haywire. After a couple of months, Philip Morris tried toning down the beep; then, finally, abandoned it.

The beep was restored, however, when the display, removed and refurbished, went up in Northwestern Station, Chicago, in June.

■ With the introduction over, Commander took on a maturer look in advertising that broke at the first of the year. Tv commercials abandoned the little man and took to featuring some robust manly and virile characteristics of life on the ocean wave. There will be more along this line in upcoming commercials.

And commercials continue to claim Commander has "the cleanest tobacco ever rolled in a cigaret."

As the Commander image shapes up more clearly, aided by the Leo Burnett Co., the profile of the Commander smoker also is being delineated more precisely. Though it's "too early to be dogmatic," the company said, brand loyalty is primarily male and big city. The Commander fan is 18 to 24 years old, earns $7,000 a year or less, and lives in a metropolitan area of over 500,000 people.

However, "I think we aim for a higher age than that," Mr. Henry said. He said he attributes Commander's "steady, consistent climb" to two factors:

- The advertising is getting to the consumer.
- The product lives up to the advertising. #

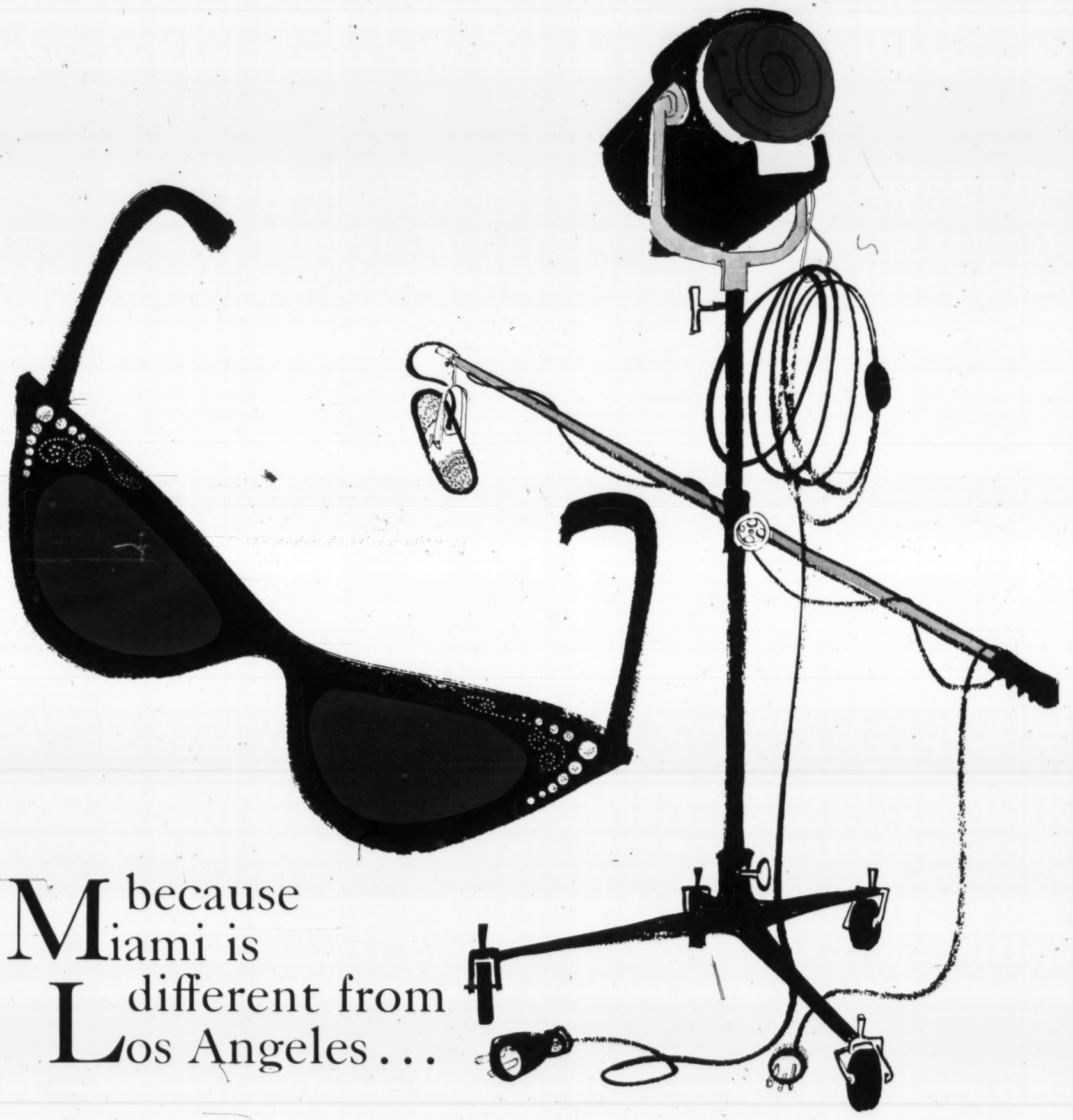
'TV Guide' Splits Two Editions; Names Cassard

Two regional editions of *TV Guide* in the Northwest will be split in July and August. Effective with the July 15 issue, the Oregon edition will be split into Portland and Oregon state editions, headquartered in Portland. With the Aug. 12 issue, the western Washington edition will be separated into Seattle-Tacoma and Puget Sound editions, located in Seattle. The splits will increase to 62 the number of regional editions of *TV Guide*.

TV Guide also has named Edwin Cassard, formerly south central regional promotion manager in Kansas City, manager of its Utah-Idaho edition in Salt Lake City, succeeding Melvin Ashton, who has resigned.

Vyverberg Promoted

John F. Vyverberg has been named marketing manager of industrial sales for the industrial and commercial construction materials division of Owens-Corning Fiberglas Corp., New York. He was formerly a manager in the company's Pacific Coast division.



Because Miami is different from Los Angeles...

and because people are different in different markets . . . Storer programming is different! We put together a flexible format to fit the needs of the community . . . making it local in every respect. That's why Storer Stations are liked, watched and listened to—why they rate high in the 9 key markets where they are located*. Local programming—quality-controlled—assures you the best is being presented. You know you've made the right buy when you buy a Storer Station. Storer representatives have up-to-the-minute availabilities at their fingertips. ***Important Stations in Important Markets.***

**WGBS rates number 1 in Miami. KGBS blankets Southern California with 50,000 watts.*

LOS ANGELES KGBS	**PHILADELPHIA** WIBG	CLEVELAND WJW	WHEELING WWVA	TOLEDO WSPD	DETROIT WJBK	*STORER* *BROADCASTING COMPANY*
MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV	

Shannon Joins Kelly-Smith

Patrick Shannon, recently Pacific region pr manager of Air France and formerly in the national ad department of the *Los Angeles Times*, has joined the Los Angeles sales staff of Kelly-Smith Co., newspaper representative.

Barber to Keystone Camera

Harry Barber, formerly with Beacon Plastics Corp., has joined Keystone Camera Co., Boston, as sales promotion manager.

The Eugene Register-Guard will deliver your sales message to 81% of the Households in the Eugene standard metropolitan area..

√ full color facilities . . . and reasonably priced

Represented nationally by

Sawyer • Ferguson • Walker

Eugene Register-Guard

St. Regis Plans Drive for Nifty School Supplies

Kimberly-Clark, Scott Also Seen Moving into $270,000,000 Market

NEW YORK, July 5—St. Regis Paper Co., which cracked the school supplies market last year with its first consumer product, plans to follow up this fall with a $750,000 advertising campaign.

The month-long drive will have a 50% bigger budget than last year's $500,000 opener. It will boost "the most exciting new products and merchandising specials ever seen in the school supply industry."

The main emphasis will be on last year's big hit, the Space Saver notebook binder. The binder was introduced in 1960 as a vehicle for St. Regis' end product—paper. It is made by Nifty Mfg. Co., Birmingham, a St. Regis division.

■ Meanwhile, it was reported that Kimberly-Clark Corp. has been testing some unspecified products in the school supply line; that Scott Paper has been lining up plant facilities for school supplies; and that Western Tablet & Stationery Corp., onetime leader in the business, is approaching national distribution.

■ Geoffrey C. Bennett, St. Regis product manager, said the school supplies market is bigger than either facial tissues (currently a $170,000,000 business) or toilet tissues. With 1961-'62 school enrolment likely to be well above last year's estimated 48,750,000 children, sales of school supplies also were expected to top the $270,000,000 volume of last year. The company estimated each student spent about $5.57 on school supplies last year.

"We're the only ones in national distribution with a full line of products," Mr. Bennett said. "But the way things are shaping up in this once wide-open field, by next year we expect Kimberly-Clark and Scott will be our biggest competition—instead of competitors who've existed for the past 200 years."

In addition to the Space Saver binder, St. Regis now has two and three-hole side-punched magnetic binders with built-in pencil boxes. It also will sell a line of vinyl-covered two and three-hole ring binders. The top magnetic binder sells for $1.29, the side magnetic binder for $1.49, and the side ring binder for $1.29.

■ St. Regis' line of Nifty products will get "the full Procter & Gamble treatment," Mr. Bennett said. Mr. Bennett, who moved to the job from Dancer-Fitzgerald-Sample, where he handled the introduction of several P&G brands, added: "We are handling this like another Mr. Clean." Nifty will use saturation tv spots to "carry the advertising to the kids," in much the same way P&G carries its own ad messages across.

The tv campaign shapes up as a crash drive over a four-week period covering the back-to-school rush in September. "Either the spots work or they don't work," said Mr. Bennett. "We have no way of testing them. This is all we've got. If the message fails to get across, there's no time to prepare a print campaign."

The schedule will be roughly the same as last year's. About 200 stations, covering 137 to 145 top markets, had been lined up, and the prime time coverage was geared to reach 95% of all homes with tv sets. "Our schedule is intended to reach an average audience of actual prospects—children from 6 to 17—larger than the top ten network shows combined."

■ The company decided to stake the campaign on a short tv drive because of the success of the initial campaign. "Our studies of brand awareness last year indicated we achieved terrific coverage," Mr. Bennett said. A sampling of 910 students showed that in the age group 6 to 18, a 45% unaided awareness was registered. "You don't find this in the toothpaste or detergent field," he said. "No other medium could have given us this."

Mr. Bennett added that sales of Nifty products represent "a supreme example of how advertising can add value to a product." He said competitors had offered twice as much note paper for the same price to counter Nifty's inroads. "You'd think students would buy the most for the cheapest. But no, they wanted the product they'd seen advertised. By advertising, we assured a proper profit margin for the retailer, who had to stock up on the item."

■ The net result, he added, was that St. Regis considered it "a lot cheaper to put money into tv or promotion than to cut prices."

Meanwhile, heavy promotion has been going on at the trade level, and ads have already appeared in several business publications. The print campaign includes *Chain Store Age*, *Drug Topics*, *Progressive Grocer*, *Supermarket News*, *Variety Store Merchandiser*, *School Supplies Merchandising*, *Grade Teacher*, *The Instructor* and *Catholic School Journal*.

Cunningham & Walsh is the agency. #

These are the McGraw-Hill publications read by your best customers and prospects:

AEROSPACE
Aviation Week and Space Technology

ARCHITECTURE
Western Architect & Engineer

APPLIANCE-RADIO-TV
Electrical Merchandising Week

ATOMIC ENERGY
Nucleonics

BUSINESS MANAGEMENT
Business Week

COAL MINING
Coal Age

CHEMICAL PROCESS INDUSTRIES
Chemical Engineering
Chemical Week

CONSTRUCTION
Construction Methods & Equipment
Engineering News-Record

DISTRIBUTION-INDUSTRIAL
Industrial Distribution

ELECTRICAL CONSTRUCTION AND MAINTENANCE
Electrical Construction & Maintenance

ELECTRICAL GOODS
Electrical Wholesaling

ELECTRICAL UTILITIES
Electrical World
Power
Electrical West

ELECTRONICS
Electronics

INSTRUMENTATION AND CONTROL
Control Engineering

MANUFACTURING PLANT OPERATION
Factory

METAL & NONMETALLIC MINING
Engineering and Mining Journal
E&MJ Metal & Mineral Markets

METALWORKING
American Machinist/Metalworking Manufacturing

OFFICE TRAINING
Today's Secretary
Business Education World

PETROLEUM
National Petroleum News

POWER
Power
Electrical World
Electrical West

PRODUCT DESIGN
Product Engineering

PURCHASING-INDUSTRIAL AND BUSINESS
Purchasing Week

TEXTILES
Textile World

TRUCK AND BUS FLEETS
Fleet Owner

OVERSEAS PUBLICATIONS
International Management (Latin America and European Editions)
The American Automobile
El Automovil Americano
Ingenieria Internacional
Industria
Ingenieria Internacional
Construccion
Metalworking Production (London)

CORRECTION please!

Perhaps our friends at "Redbook" in their recent advertisement may have unintentionally omitted the statistics on PARENTS' MAGAZINE

These are the figures that were published in a recent Redbook advertisement	Redbook	Good Housekeeping	Woman's Day	American Home	THESE ARE FACTS THAT WERE OMITTED PARENTS' MAGAZINE
% Women-Readers 18-34	47.3%	33.4%	33.3%	31.8%	65.3%
Median Age—All Women Readers	33.9	40.0	38.6	40.0	30.7
Total Number Children Under 5 (per 100 households)	46	38	41	39	110

Source: Starch Consumer Magazine Report

This Seal UPS Sales! COMMENDED by PARENTS' MAGAZINE AS ADVERTISED THEREIN

Parents' MAGAZINE & BETTER HOMEMAKING

PARENTS' MAGAZINE continues to be the advertising medium most effectively reaching the families-with-children market!

1,850,000 CIRCULATION AMONG FAMILIES WITH CHILDREN

A P/W Indicator Analysis

Purchasing Week 5/22/61

Construction Contract Awards Rising Steadily

New York—Business analysts are keeping a careful eye on the rising curve of construction contract awards. Consensus is that the current upturn (more than 5% so far this year) soon will be translated into a solid increase in construction activity.

The spurt in awards, building experts say, could mean a rise to about $57-billion in second half '61 construction (on a seasonally adjusted annual rate). That's 3% above last year's average—and almost 5% above depressed early 1961 levels.

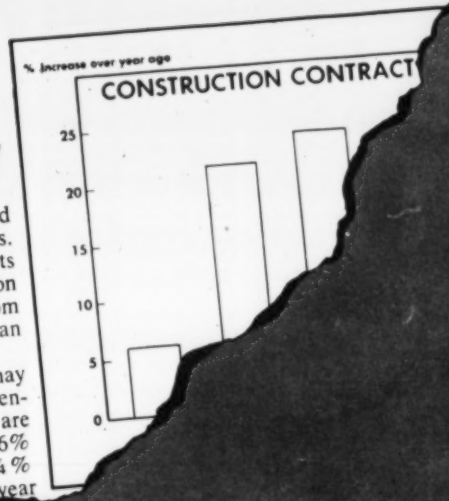
What's more, these gains—if they materialize—could have important repercussions in different [illegible] slated to fare best in the coming months.

According to F. W. Dodge Corp., awards for heavy engineering projects (the biggest metal consumers) have been running close to 20% above year ago over the first part of 1961.

Even demand from the depressed housing area seems to be perking up. Over-all awards for the first three months of 1961 actually were fractionally above year-ago level[illegible]

This is already being reflected in actual construction outlays. Thus the Commerce Dept. reports that new residential construction last month was up 15% from March levels—far greater than usual seasonal improvement.

Easing mortgage rates may give an added fillip to the residential market. Home loan rates are now running only at about 6% per annum—down about ¼% from the rates prevailing last year at th[illegible]



This means better business in many markets . . . construction outlays make up almost 11% of gross national product.

Sales opportunities are waiting for aggressive companies today. Consistent business publication advertising in your major markets can help you sell right now.

McGraw-Hill PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N. Y.

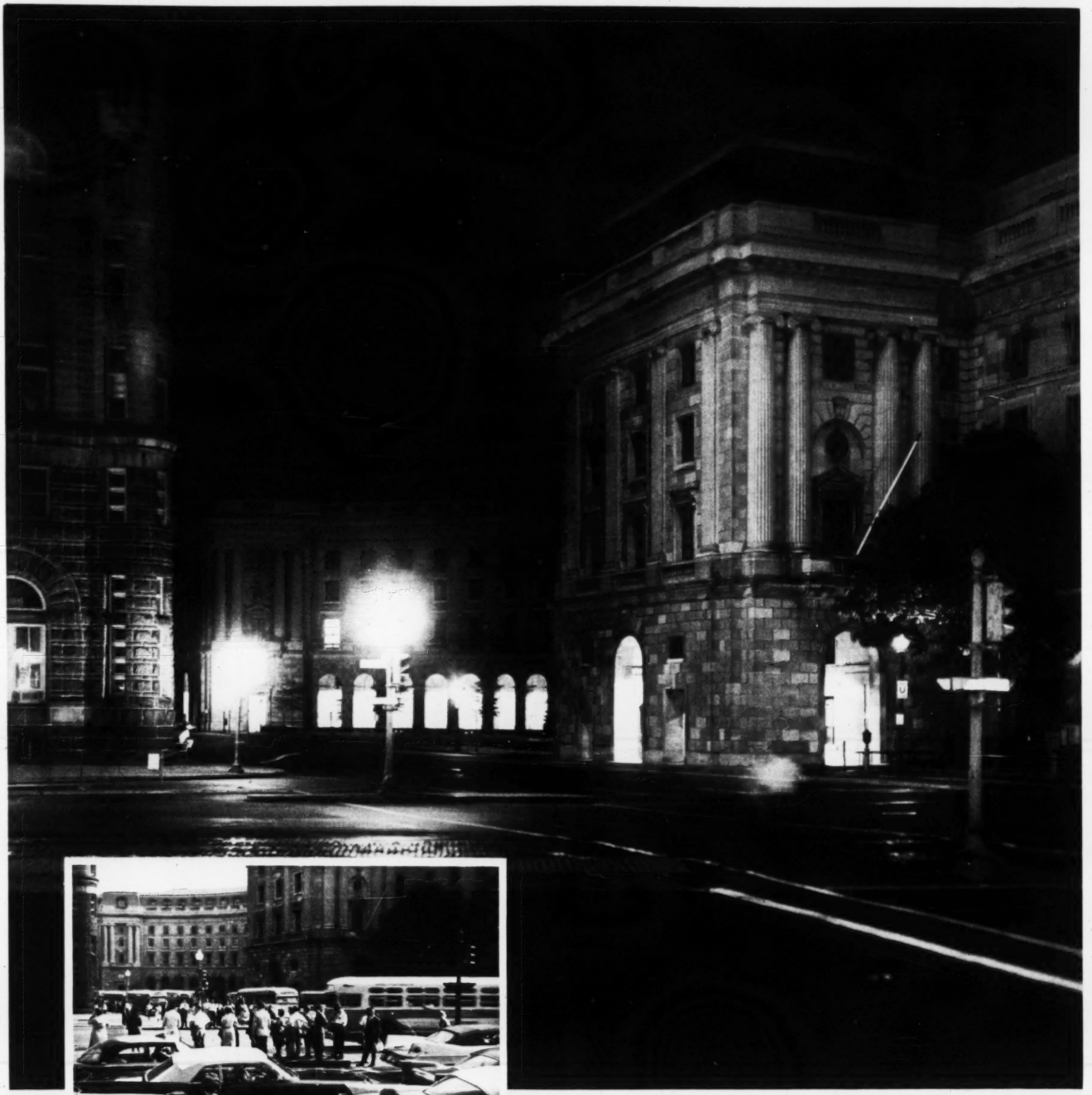
More than one million key men in business and industry pay to read McGraw-Hill publications.

Major Advertising Account Changes, First Half 1961

U.S.

ACCOUNT	TO	FROM	BILLINGS (EST.)
Bernhard Altmann Corp.	Gilbert Advertising	Altman-Stoller	$ 150,000
American Agricultural Chemical Co. (turf & garden consumer products accounts)	Marsteller, Rickard, Gebhardt & Reed	M. L. Grant Inc.	500,000
American Airlines	DDB (effective Aug. 16)	Y&R	6,000,000
American Can Co. (Canco division)	G. M. Basford Co.	Compton Advertising	250,000
American Dairy Assn. (fluid milk, ice cream, cottage cheese & fluid cream items)	Compton Advertising (effective Sept. 1)	C-M	2,000,000
American Export Lines	Cunningham & Walsh	Doyle Dane Bernbach	600-800,000
American Honda Motor Co.	Gumpertz, Bentley & Dolan	———	150,000
American Machine & Foundry Co. (International group, tobacco division)	EWRR	Knox, Kornfeld & Smith	450,000
American Petrofina Co. of Texas	Weiner & Gossage	Taylor-Norsworthy	———
Anaconda Co. (Anaconda American Brass Co.)	Wilson, Haight & Welch	K&E	600,000
(corporate account)	K&E	Albert Frank-Guenther Law	200,000
Andes Coffee Co.	Smith/Greenland	Ketchum, MacLeod & Grove	50,000
Argus Cameras	Kudner Agency (effective July 15)	Y&R	1,000,000
Armstrong Cork Co. (building products division)	BBDO	Ogilvy, Benson & Mather	1,350,000
Atlas Powder Co. (chemicals division)	Hicks & Greist	Aitkin-Kynett Co.	250,000
Babcock & Wilcox Co.	Marsteller, Rickard, Gebhardt & Reed	O. S. Tyson & Co.	300,000
Baker Brand Foods	Burton G. Feldman	Lando Advertising	100-250,000
Bali Brassiere Co.	Fletcher Richards, Calkins & Holden	Hockaday Associates	150,000
Benrus Watch Co.	Lennen & Newell	Grey Advertising Agency	—1,000,000
Hazel Bishop Inc.	North Advertising	Raymond Spector Co.	2,000,000
Blue Bell Inc.	Altman-Stoller	N. W. Ayer & Son	—750,000
Blue Cross of So. Cal.	J. Walter Thompson	Honig-Cooper & Harrington	———
H. A. Bohm & Co.	Klau-Van Pietersom-Dunlap	Gourfain-Loeff	250,000
Bon Ami Co.	Hoyt Associates	Cole Fischer Rogow	+1,000,000
Bonanza Air Lines	Hal Stebbins Inc.	Gaynor & Ducas	———
Borden Co. (Wyler & Co.)	Campbell-Ewald (effective Sept. 1)	R. Jack Scott Inc.	———
Boyle & Co.	Gumpertz, Bentley & Dolan	Anderson-McConnell Advertising Agency	100,000
Bristol-Myers Co. (Bristol Laboratories)	Sudler & Hennessey	Sproul & Associates	800,000
Brunswick Corp. (MacGregor sport products division)	Roche, Rickerd & Cleary	Hugo Wagenseil & Associates, Graceman Advertising and MacDonald-Cook Co.	500,000
Bulova Watch Co. (watch account)	SSC&B	McCann-Erickson	4,000,000
California Egg Promotion Board	Walker Saussy Advertising	No previous agency	75,000
California Pacific Utilities Co.	L&N	D'Evelyn-Guggenheim	———
Callaway Mills	Sudler & Hennessey	J. M. Mathes Inc.	250,000
Capitol Records (Angel records)	Donahue & Coe	Grant Advertising	100,000
Carey Salt Co. (table salt & grocery items)	Lowe Runkle Co.	D-F-S	150,000
(agricultural salt)	Kane Advertising	D-F-S	
Carling Brewing Co. (Red Cap ale)	Edward H. Weiss & Co.	Benton & Bowles	500,000
Carrollton Mfg. Co.	Waldie & Briggs	Grant, Schwenck & Baker	150-200,000
Mary Carter Paint Co.	Ellington & Co.	Lino & Associates	2,000,000
J. I. Case Co. (industrial and utility divisions)	Geyer, Morey, Madden & Ballard	Andrews Agency	+1,000,000
Chock Full O' Nuts Corp.	Peerless Advertising (house agency)	Grey Advertising Agency	+1,500,000
Coca Cola Bottling Co. of Los Angeles	McCann-Erickson	Murphy Associates	1,000,000
Colgate-Palmolive Co. (Ajax cleanser)	Norman, Craig & Kummel	McCann-Erickson	2,900,000
Congoleum-Nairn (Floor and wall coverings)	JWT	Keyes, Madden & Jones	1,500,000
Consoweld Corp.	Hoffman, York, Paulson & Gerlach	EWRR	150,000
Coty Inc.	D-F-S	BBDO and Daniel & Charles	1,500,000
Crane Co. (industrial products account)	Lampert Agency	D'Arcy Advertising Co.	500,000
Crescent Mfg. Co. (Crescent spice, extract, nut, ice cream topping & Mapleine syrup flavoring account)	Baker & Stimpson Advertising	Pacific National Advertising	100,000
Crown Zellerbach Corp. (consumer products division)	——— (effective Jan. 1, 1962)	C&W	+1,000,000
Dade County Board of Commissioners (Miami-Metro tourist ad budget)	Harris & Co. (effective in October)	Agey Advertising	200-250,000
De Soto Chemical Coatings (wallpaper)	Buchen Advertising	Irving J. Rosenbloom & Associates	250,000
(paint)	Buchen Advertising	Burton Browne Advertising	
Dulany Frozen Foods	———	Arndt, Preston, Chapin, Lamb & Keen	———
Du Pont (home furnishings division of textile fibers dept.)	N. W. Ayer & Son	BBDO	———
Ecco-Fonic (portable echo chamber)	Kennedy, Walker & Cox	———	100,000
Ekco Products Co. (housewares division)	———	DDB	350,000
Eldon Industries	K&E	GB&B	1,000,000
Elgin National Watch Co.	McCann-Marschalk Co.	JWT Co.	1-1,500,000
Elkay Mfg. Co.	Peitscher, Janda & Associates	Waldie & Briggs	100,000
Emerson Radio & Phonograph Corp.	Robert Whitehill Inc.	Friend-Reiss Advertising	500,000
Exquisite Form Industries (Magic Lady and Silfskin divisions)	Papert, Koenig, Lois	Regal Advertising Associates	1,000,000
Farm House Frozen Foods	———	Smith/Greenland Co.	150,000
Farmers & Mechanics Savings Bank of Minneapolis	Knox Reeves Advertising	BBDO	150-200,000
Fiat Motor Co.	Woods-Donegan	Grant Advertising	600,000
First Western Bank & Trust Co.	Guild, Bascom & Bonfigli	Grant Advertising	350,000
Flotill Products	———	Cohen & Alshire	———
Food Machinery & Chemical Corp. (Bolens division)	Brady Co.	Jaqua Co.	325,000
Freeman Shoe Co.	J. Walter Thompson	Howard Monk & Associates	250,000
General Aniline & Film Corp. (Ansco and Ozalid divisions)	L&N	Reach, McClinton & Co.	1,500,000
General Controls	Compton Advertising	Hixson & Jorgensen	250,000
General Electric (clock and timer division)	N. W. Ayer & Son	Y&R*	—1,000,000
(automatic blanket and fan department)	Maxon Inc.	Y&R	———
General Mills (Betty Crocker, Wheat Hearts, Protein Plus and Hot Toasted bran—Western advertising)	D-F-S	Knox Reeves	———
General Motors Overseas Operations	Campbell-Ewald Co.	Robert Otto & Co.	250,000
General Time (Westclox division)	Hicks & Greist	BBDO	3,000,000
Gisholt Machine Co.	Ralph Timmons Advertising Agency	Buchen Advertising	———
Gordon Baking	N. W. Ayer & Son	W. B. Doner & Co.	600,000
Graybar Electric Co.	Hicks & Greist	G. M. Basford Co.	200,000
Pez Haas Inc.	Daniel & Charles	Hicks & Greist	250,000
Haloid Xerox (office copier account)	Doyle Dane Bernbach	Hutchins Advertising Co.	800,000
(office copier account)* *	Papert, Koenig, Lois Inc.	Doyle Dane Bernbach	800,000
Hamilton-Electrona	Sudler & Hennessey	Wilson, Haight & Welch	———
Hamilton Watch Co. (three divisions)	VanSant, Dugdale & Co.	Beaumont, Heller & Sperling	———
Hanes Hosiery	DDB (effective Jan. 1)	James R. Flanagan Inc.	+1,000,000
Hans Holterbosch (Lowenbrau)	Leber & Katz	F&S&R	— 300,000
Hawaiian Airlines	Len Carey Advertising	Holst & Male	250,000
Henry Heide Inc.	F&S&R	Kelly, Nason	150-200,000
Heritage Furniture	Sudler & Hennessey	Ellington & Co.	———
Hilton Hotel Corp. (Waldorf-Astoria)	Kastor, Hilton, Chesley, Clifford & Atherton	Needham & Grohmann	———
Holland House Sales Co.	McCann-Marschalk	EWRR	———
Houbigant Sales Corp. (Houbigant fragrances and Jacquet cosmetics)	Johnstone Inc.	Arndt, Preston, Chapin, Lamb & Keen	232,000
Hunt Foods & Industries	Y&R (effective Jan. 1)	Fitzgerald Advertising Agency	7,000,000
International Franchise Assn.	Biddle Co.	No previous agency	100,000
International General Electric Co.	BBDO	Grant Advertising	350-500,000
International Silver	DDB (effective Jan. 1)	Y&R	1,000,000
International Telephone & Telegraph Corp.	Needham, Louis & Brorby	Doyle Dane Bernbach	300,000
I-XL Furniture Co.	Aves, Shaw & Ring	Rand-Ries Advertising	100,000
Jacobsen Mfg. Co.	George H. Hartman Co.	Aves, Shaw & Ring	300,000
Kikkoman International	L&N	D'Evelyn-Guggenheim	———
Kitty Kat Products	Cady-Oliver Foltz	———	200,000
Kohler Co.	Clinton E. Frank Inc.	Roche, Rickerd & Cleary	500-600,000
Laddie Boy Dog Food (and subsidiaries)	Richard K. Manoff	Babcock, Romer, Carberry & Murray	250,000
Leeds & Northrup	Direct	Harris D. McKinney	125-150,000
Lehn & Fink Products Corp. (Stri-Dex, Noreen, Hinds Honey & Almond Cream & Lysette)	F&S&R (effective Aug. 1)	Ted Bates & Co.	+1,000,000
Lever Bros. (Air-Wick)	JWT	Foote, Cone & Belding	———
(Dinner-Redy)	JWT	Kenyon & Eckhardt	———
(All line of products)	Sullivan, Stauffer, Colwell & Bayles	NL&B	4-5,000,000
(Swan liquid)	BBDO	NL&B	
(Handy Andy, Spry)	JWT	K&E	3,000,000
(Praise toilet soap)	Reach, McClinton & Co.	K&E	
Libby, McNeill & Libby (frozen foods)	JWT Co.	BBDO	100,000
Liebmann Breweries (Rheingold beer) (New England portion)	Campbell, Emery, Haughey & Lutkins	Foote, Cone & Belding	500,000
Liggett & Myers (Chesterfield, Duke & Oasis cigaret accounts)	JWT Co.	McCann-Erickson	10,000,000
Longines-Wittnauer Watch Co.	Kenilworth Advertising & Broadcasting Productions	Victor A. Bennett Co.	1,000,000
Lovable Brassiere Co.	Frank Gary Thomas Agency	Grant Advertising	1,000,000
Mallinckrodt Chemical Works (industrial chemicals division)	Buchen Advertising	H. George Bloch Inc.	———
Marhoefer Packing Co.	R. J. Poorman & Associates	Ruben Advertising Agency	100,000
Marlin Firearms Co.	Noyes & Co.	Geyer, Morey, Madden & Ballard	250,000
Martinson's Coffee Inc.	Grey Advertising Agency	Al Paul Lefton Co.	+ 500,000
McCormick's Ltd.	James Lovick & Co.	Spitzer, Mills & Bates	200,000
Mercury Record Corp. (popular)	Herbert Baker Advertising	John W. Shaw Advertising	300,000
(classical)	Herbert Baker Advertising	Irving Serwer Advertising	

(Continued on Page 70)



Washington looks different at night. The Avenue of The Presidents—hardly recognizable under its mantle of darkness. The Federal Triangle—an almost ghostly contrast to its daytime bustle as the pivot point of Washington's 238,000 federal government employees.

Comes nightfall and Washington reveals itself as an upper income city, a white collar city, an evening newspaper city. Your prime Washington market becomes most receptive to your advertising message—at home—at ease—in the evening. This is why advertisers who know the Washington scene prefer the evening *selling* strength of

THE WASHINGTON STAR

Major Advertising Account Changes, First Half 1961

ACCOUNT	TO	FROM	BILLINGS (EST.)
Minneapolis-Honeywell Regulator Co. (Micro-Switch division, apparatus control and semi-conductor divisions and research center programs)	BBDO	FC&B	1,500,000
(commercial, residential and home products divisions and corporate advertising)	C-M	FC&B	
Mobil Oil Co.	Ted Bates & Co.	Compton Advertising	6,000,000
Montgomery Ward & Co. ***	C-M	———	———
Norman M. Morris Corp. (Omega watches)	Lester Harrison Inc.	BBDO	300,000
Philip Morris Inc. (Alpine cigarets)	Leo Burnett Co.	DDB	4,000,000
(Benson & Hedges)	B&B	DDB	
Murray Corp. of America (Easy laundry division)	———	Earle Ludgin & Co.	200,000
C. H. Musselman Co.	Gray & Rogers	Arndt, Preston, Chapin, Lamb & Keen	500,000
Nalley's	Compton Advertising	Pacific National Advertising Agency	1,000,000
(XLNT Spanish Foods Co.)	Compton Advertising	Atherton Mogge Privett	250,000
National Car Rental System	JWT Co.	Gardner Advertising	600,000
National Dairy Products (Kraft Foods) (Industrial products account)	Clinton E. Frank Inc. (effective with 1962 campaigns)	NL&B	500-1,000,000
National Gypsum Co.	F&S&R	BBDO	1,000,000
New England Confectionery Co.	———	K&E	1,000,000
Newsweek Inc.	N.W. Ayer & Son	Fletcher Richards, Calkins & Holden	500,000
New York Herald Tribune	Papert, Koenig, Lois	Donahue & Coe	600,000
North Carolina (tourist & industrial advertising)	Bennett-Advertising	Ayer & Gillett	375,000
North Star Oil Ltd.	Ogilvy, Benson & Mather	McConnell, Eastman & Co.	200,000
Oliver Corp.	F&S&R	Buchen Advertising	1,000,000
Otarian Listener Corp. (hearing aid account)	Roberts & Reimers	Mc-Cann-Marschalk	———
Otarion Listener Corp.	EWRR	Roberts & Reimers	500,000
Parker Pen Co. (Parker pens)	Leo Burnett Co.	Tatham-Laird	3,000,000
(Eversharp pencil division)	Leo Burnett Co.	Compton Advertising	
Pep Boys	Gumpertz, Bentley & Dolan	Milton Weinberg Advertising	300,000
Pepsi-Cola General Bottlers of Chicago	BBDO	George H. Hartman Co.	100,000
Peugeot Inc.	Papert, Koenig, Lois	NL&B	100,000
Wm. E. Phillips Co.	Edwin C. Dunas Co.	McNeill, McCleery & Cochran	230,000
Pittsburgh Brewing Co. (Iron City beer account)	Ketchum, MacLeod & Grove	Smith, Taylor & Jenkins	500,000
Pittsburgh Plate Glass	JWT Co. (effective Oct. 1)	BBDO	2,500,000
Planters Nut & Chocolate Co.	JWT Co. (effective Aug. 31)	Don Kemper Co.	700,-1,000,000
Procter & Gamble (Jif peanut spread)	Gardner Advertising Co.	Leo Burnett Co.	———
Puck—The Comic Weekly	Post & Morr	Manchester & Kreer	200,000
Reader's Digest Assn. (RCA Victor record clubs)	Maxwell Sackheim-Franklin		
(RCA Victor Society of Great Music and RCA Metropolitan Opera Record Club)	Bruck	BBDO	2,000,000
	Maxwell Sackheim-Franklin Bruck	Schwab, Beatty & Porter	220,000
Renuzit Home Products	Philip Klein Advertising	Arndt, Preston, Chapin, Lamb & Keen	———
Revell Inc.	Fletcher Richards, Calkins & Holden	C&W	150,000
Revere Camera Co. (Revere & Wollensak cameras & equipment)	EWRR	Jones, Frankel Co. and Keyes, Madden & Jones	+500,000
Richardson-Merrell (Vicks Vatranol nasal medication & Sinex nasal spray)	Sullivan, Stauffer, Colwell & Bayles	Morse International	———
(Clearasil shampoo)	Morse International	BBDO	———
(Clearasil ointment)	Morse International	Lennen & Newell	———
Rock-Ola Mfg. Corp.	Robert Haas Advertising	No previous agency	200,000
Ronson Corp. (lighters and accessories)	Doyle Dane Bernbach	Norman, Craig & Kummel	1,000,000
Ruex Inc.	Post & Morr	Firestone-Goodman Advertising Agency	450,000
Saab Motors	Kleppner Co.	Gotham-Vladimir	250,000
Schenley Industries (Long John scotch)	Mogul, Williams & Saylor	Kleppner Co.	———
Schick Inc.	Norman, Craig & Kummel	Benton & Bowles	3,000,000
Jos. Schlitz Brewing Co.	Leo Burnett Co.	JWT Co.	15,000,000
Schulze & Burch Biscuit	———	Compton Advertising	130,000
O. M. Scott & Sons	Young & Rubicam	Geer, DuBois & Co.	1,000,000
" " " "	Geer, DuBois & Co.†	Y&R	1,000,000
Scott Paper Co. (Waldorf bathroom tissues)	Ted Bates & Co.	JWT	———
Scripto Inc.	McCann-Marschalk	Donahue & Coe	750,000
Scudder Food Products	DDB (effective July 15)	C-M	1,000,000
Seabrook Farms (food account)	Al Paul Lefton Co.	Smith/Greenland	500,000
Sealy Mattress Co. of Northern California	Garfield, Hoffman & Conner	Alvin Wilder Co.	200,000
Sears, Roebuck & Co. (national advertising account)	Ogilvy, Benson & Mather	C&W	4-5,000,000
Smith-Corona Marchant	———	C&W	2,000,000
Space Technology Laboratories	Fuller & Smith & Ross	Gaynor & Ducas	+ 300,000
Speidel Corp.	McCann-Marschalk	Norman, Craig & Kummel	1,500-2,000,000
Spring Air Co.	Alex T. Franz Inc.	Gourfain-Loeff Inc.	120,000
Squirt Co.	Donahue & Coe	Honig-Cooper & Harrington	+1,000,000
A. E. Staley Mfg. Co. (Bu-Tay Products)	Maxon Inc.	Honig-Cooper & Harrington	400-500,000
Standard Oil Co. (N.J.) (portion of institutional)	NL&B	Ogilvy, Benson & Mather	+1,000,000
Standard Screw Co. (Fasteners & plumbing faucet products)	Buchen Advertising	Roche, Rickerd & Cleary	125,000
Stauffer Laboratories	MacManus, John & Adams	N. W. Ayer & Son	+ 165,000
Storer Broadcasting Co. (corporate account)	McCann-Marschalk	Peter Finney Advertising Co.	———
Vic Tanny Enterprises (all advertising except western division)	Kastor, Hilton, Chesley, Clifford & Atherton	Stahl & Lewis Advertising	2,000,000
Technicolor Inc.	K&E	McCann-Erickson	500,000
Thompson-Ramo-Wooldridge Inc. (bulk of account)	Fuller & Smith & Ross	12 different agencies	1,000,000
Tidy House Products Co.	McCann-Marschalk	Guild, Bascom & Bonfigli	1,500,000
Trans-Canada Air Lines (domestic accounts)	———	Cockfield, Brown & Co.	1,000,000
Trans-Texas Airways	EWRR	Rogers & Smith	400,000
Tuckersharpe Pen Co.	Donahue & Coe	———	———
Unexcelled Chemical Corp. (Wash N' Dri)	Norman, Craig & Kummel	Warwick & Legler	———
U.S. Time Corp.	Warwick & Legler	W. B. Doner & Co.	3,500,000
U.S. Tobacco Co. (Copenhagen snuff, Old Briar & Dills Best smoking tobaccos, Encore cigarets)	Doherty, Clifford, Steers & Shenfield	C. J. La Roche & Co.	1,200,000
(King Sano and Sano cigarets, Model tobacco, premium tobaccos—Lion Head, White Cloud & Antique Mixture No. 38)	Donahue & Coe	C. J. La Roche & Co.	
Vendo Co.	Cunningham & Walsh	Potts-Woodbury	500,000
Volvo Imports Inc.	Sind & Sullivan	Chirurg & Cairns	1,000,000
Wagner Baking Corp.	Smith/Greenland Co.	Charles W. Hoyt Co.	150-300,000
Washington National Insurance Co.	R. Jack Scott Inc.	No previous agency	200,000
Weatherhead Co. (Industrial products)	Carr Liggett Advertising	Stoetzel & Associates	+ 500,000
(aviation, LP gas products)	Carr Liggett Advertising	Carlson & Co.	
Webcor Inc. (Dormeyer account)	North Advertising	John W. Shaw Advertising	300,000
Westinghouse Broadcasting Co.	Grey Advertising	Ketchum, MacLeod & Grove	———
Westinghouse Electric Corp. (air conditioning products)	McCann-Erickson	Fuller & Smith & Ross	500,000
York Corp.	Al Paul Lefton Co.	Keyes, Madden & Jones	1,000,000

Canadian

Cities Service Oil Co.	Thorton Purkis	E. W. Reynolds	200,000
Ford Motor Co. of Canada (British cars, Fordson & Ford Tractors and equipment, parts & accessories, "all-product" or institutional advertising)	Vickers & Benson	Cockfield, Brown	900,000
Gooderham & Worts	Ronalds-Reynolds & Co. (effective Aug. 31)	F. H. Hayhurst Co.	200,000
Lever Bros. Ltd. (Success line)	Cockfield, Brown & Co.	Torobin Advertising & Payeur Publicite	500,000
McCormick's	James Lovick & Co.	Spitzer, Mills & Bates	200,000
Mead Johnson of Canada	K&E	McKim Advertising	———
Mother Parker's Tea & Coffee	Tandy-Richards Advertising	Crombie Advertising	150,000
Parker Pen Co. (Parker pens and pencils)	Leo Burnett Co. of Canada	Walsh Advertising	250,000
(Eversharp pens and pencils)	Leo Burnett Co. of Canada	Ronalds-Reynolds & Co.	
Radio College of Canada	Ronalds-Reynolds	Paul, Phelan & Perry	100,000
Rock City Tobacco Co. (Number 7 cigarets)	F. H. Hayhurst Co.	Foster Advertising	+1,000,000
Salada-Shirriff-Horsey (Salada tea products)	Ronalds-Reynolds	Leo Burnett Co. of Canada	600,000
(Shirriff, Horsey, Junket, Made-Rite and Watson's brands)	Vickers & Benson	Leo Burnett Co. of Canada	1,000,000
Studebaker-Packard of Canada	McConnell, Eastman & Co.	Tandy-Richards Advertising	400,000

* General Electric announced last October that it would shift the account out of Ayer into Y&R, but in January said that the account would continue with Ayer.

**Doyle Dane dropped the Haloid office copier account 24 hours after getting it, due to an "account conflict" which neither would name (presumably Polaroid, a DDB client, which will enter the copier field).

***Ward has not had an agency since 1957 when the company and Foote, Cone & Belding ended a 22-year relationship.

†Scott moved its account back to Geer, DuBois two weeks after naming Y&R.

Wilson, Haight Adds Two Accounts; Appoints Two

Wilson, Haight & Welch, Hartford, has been appointed to handle advertising for the new Associated Connecticut Health Insurance Companies. The group was formed to provide extended health insurance to state residents aged 65 and over. Wilson, Haight also has been named to handle advertising for National Blank Book Co., Holyoke, Mass. Sutherland-Abbott formerly handled National Blank Book.

Bernard Rafferty and Karl E. Irvin Jr. have joined Wilson, Haight in account service positions. Mr. Rafferty formerly was with the ad and sales promotion department of General Electric Co. Mr. Irvin formerly was with J. Walter Thompson Co.

IAA Issues Manual of Int'l Advertising Practices

A manual of standard practices in the international advertising field has been issued by the International Advertising Assn., Hotel Roosevelt, New York, at $25 per copy. Called "International Advertising Standards & Practices," the 116-page manual is based largely on U. S. advertising procedures and is designed to promote standardized professional practices in advertising throughout the world.

The manual, which has been many years in preparation, is divided into five sections: Basic precepts, advertisers, agencies, media and market research. Included in the manual are a number of standard contract forms.

What is an Executive?

HE IS CALLED by many names: the boss, top management, head man, chief, president, vice president, treasurer, owner, partner, chairman, his initials, or just plain Tom or Bill. Each day he lives with problems and every day he's on the lookout for solutions. A good executive is understanding, fair, a cajoler, coordinator, arbitrator, listener, and decider. In addition he is efficient, hard-working, patient, impatient, aggressive, ambitious for himself and his firm.

His constant companions are work, too little time, budgets, taxes, inventory, ideas, new products, production, employee relations, profit and loss charts, marketing, advertising, and company dollars. No one knows better than he the meaning of pressure. He is second-guessed, loved, appreciated, tolerated, respected, blamed, praised, understood, misunderstood, needling and needled, but never ignored.

The executive knows the loneliness of management. For there comes a time for decision. Despite all the counsel from associates above and below, it is he who says *yes* or *no*. He can't afford to err in judgment, whether it be selection of personnel or the kinds of raw materials that go into the product. He is always responsible.

The good executive is the voice for his company—both written and spoken. Thus, he is a reader, student, speaker, moderator, writer...as well as the subject of a speech or article. He is the product of business and means business. What he does can produce a ripple or tidal wave of activity.

Although his collar is white and his shoes are polished, he knows the meaning of long hours and hard work. For this he has learned: To get a better job, *keep doing a better job*. That's how executives are made.

With all the needs of an executive, it is not unusual to find most of them reading The Wall Street Journal. They rate The Journal "most useful" of all magazines and newspapers.

The reason: *Every business day, the news that changes business does change.*
And The Wall Street Journal is the *only* National Business Daily.

© Dow Jones & Company, Inc., 1961

PHOTO REVIEW OF THE WEEK

Babineau Carroll Conopask Brainerd Doane Saurberg Harklow Moloney Carew

SUMMER SESSION—*Among those attending the summer meeting of New England Newspaper Advertising Executives Assn. at Bretton Woods, N. H., were Arthur F. Babineau of the Concord Monitor; Charles R. Carroll Jr. of Stop & Shop, Boston; Virgil I. Conopask of the Bristol Press; and William C. Brainerd of the Nashua Telegraph. In the second group are Coley P. Doane of Julius Mathews, Boston; William Saurberg of Ward-Griffith, Chicago; Arnold Harklow of Ward-Griffith, Boston; Herbert W. Moloney of Moloney, Regan & Schmitt, New York; and Robert Carew of Story, Brooks & Finley, Boston.*

Cole Milici Hull Walker

FUTURE HOST—*Harwood Hull, vp, Publicidad Badillo, San Juan, Puerto Rico, is saluted as the host for the National Advertising Agency Network's 1962 annual meeting next June 20-25. The group met in Colorado Springs this year. Members of the 34-agency network doing the saluting here are Arlyn E. Cole, president, Cole & Weber, Portland, Ore., and new NAAN president; Ray Milici, president, Milici Advertising Agency, Honolulu; and Frank deB. Walker, exec vp, Ronalds-Reynolds, Montreal.*

AWARD — *Eugene C. Pulliam (right) publisher, Arizona Republic and Phoenix Gazette, received the James McGovern Memorial Award, honoring the nation's publisher who has done the most to further the interests of classified advertising, from the Assn. of Newspaper Classified Advertising Managers. The presentation was made by Mack T. Christian, Tampa Tribune, prestdent of the group.*

Both hold 12 cold cans of Rainier. Both will stay cold for hours. Which would you rather carry?

COLD PACK—*Sick's Rainier Brewing Co., Seattle, is running this ad in Northwest dailies to tell the story of its new Cold Pack, which keeps Rainier beer "cold for hours" without ice. Doyle Dane Bernbach is the agency.*

Wolf Runyon Cooper Piggott

TALENT HUNTERS—*Quartet at Pet Milk Co.'s fourth annual national talent finals for country and western music performers in Nashville were Sidney J. Wolf, president, Keystone Broadcasting System; Kenyon Runyon, account supervisor on Pet Milk at Gardner Advertising; Robert Cooper, general manager, WSM, Nashville radio station; and Robert Piggott, Pet Milk advertising manager. The competition is conducted on some 200 Keystone radio stations.*

COOL PACKAGE—*Creve Coeur Wholesale Food Co., St. Louis, is packaging its Topsy's frozen all-beef dog and cat food in new aluminum foil containers. The company introduced the product about a year ago in grocery outlets in St. Louis and in East St. Louis, Ill., and expects to broaden its market in the future. No advertising has been planned for the product as yet.*

Wonder Gee Burnham Herron Edwards Gahagan

PANORAMA OF ADVERTISING—*New members of the Women's Advertising Club of Chicago portray adwomen of the "roaring twenties," "sobering thirties," "wartime forties," "fabulous fifties" and "soaring sixties" in a "Panorama of Advertising," presented at the club's annual meeting honoring new members. Mary Wonder, American Photocopy Equipment Co., shows how the Ford influenced advertising in the '20s; Pat Gee, Clinton E. Frank Inc., as Little Orphan Annie, depicts the rise of radio as an ad medium; Alice Burnham, Stromberg-Allen & Co., as an executive secretary, shows the rise of women in business during the war; Julia Herron, J. M. Callan Co., and Suzanne Edwards, Aaron D. Cushman & Associates, enact the familiar tv commercial "Look Ma, No Cavities," symbolic of the rise of tv; and the two robots foretell possible advertising of the future. Jayne Gahagan, Aaron Cushman, wrote and coordinated the show.*

SALES MANAGERS: BREAK the space-buying RULES BREAK INTO one of America's hottest markets now!

How good is business in Iowa? This good: Personal income first three months — up 7.4% compared to national drop of 0.1%. Department store sales first 4 months up 6% . . . new home construction first 3 months up 25% . . . cash farm receipts up 15% first three months. Every indicator points to Iowa as one of the brightest spots in the nation's economy!

You may be dealing yourself out of this hot market by following an outmoded rule of space buying . . . that is, buying space only according to standard Metropolitan Area population ranking. This ranking, for instance, lists Des Moines (Polk County) way down the list in size of Metropolitan Area markets.

But we aren't talking about Des Moines or a lifeless statistic — because that statistic distorts the actual marketing facts. What we are talking about is the exciting concept of a horizontal, state-wide market instead of a vertical, metropolitan one. We are talking about IOWA . . . not "just another state," but one of America's most consistently active markets, unified by the state-wide coverage of one of America's great newspapers, the Des Moines Register and Tribune!

The key to it is "circulation coverage." Truth is, with 50% or better coverage in 76 Iowa counties, Des Moines Sunday Register ranks No. 11 and Daily Des Moines Register and Tribune with same coverage in 34 Iowa counties ranks No. 28 among Metropolitan Area markets.

What kind of job do these papers do for you? National and regional chains report great successes with state-wide campaigns . . . Gambles, Kresge's, Sears, Wards, Woolworth's, others. Says Morey Sostrin, President, Younkers . . . "For many years, we have conceived of all Iowa as our market. Fortified by the background of state-wide newspaper coverage by the Sunday Register, we established our first branch store in Ames, Iowa, more than 20 years ago. Today, we have 15 units in Iowa alone. While our principal unit and parent store is in Des Moines, it operates as headquarters for a state-wide business. We take full advantage of the Des Moines newspapers' far-reaching selling influence throughout all Iowa."

The customers are buying in Iowa — now's the time to reach them. Now's the time to break the "space-buying rules" and stir up sales for you in record-breaking Iowa with "The Hometown Paper for the Whole State of Iowa."

Represented Nationally by: Newspaper Marketing Associates — New York, Chicago, Philadelphia, Detroit, Los Angeles, San Francisco

COUNT DOWN...COUNT 100 COUNT ON ATTENTION!

as the advertising/marketing world checks and rechecks the facts and figures in Advertising Age's unique "Profiles of the 100 Largest National Advertisers" issue on August 28.

Call it poetic license. But we're going to stick out our necks and say that the kind of excitement that count-down time produces for missile enthusiasts will be generated throughout the advertising/marketing world when the count-down of the "100 Leaders" takes place on August 28. That's the date Ad Age's "Profiles of the 100 Largest National Advertisers" issue hits the desks of our more than 50,000 paid subscribers.

And, what's more, in Ad Age's case, the initial excitement doesn't peter out in a few minutes. The authoritative information on the operations and organizations of the country's top national advertisers presented in Ad Age's "100 Leaders" issue is not available in any other single source. It, therefore, gets analyzed and reviewed many times during the weeks and months that follow.

Of course, we're realistic enough not to claim that the white heat of enthusiasm that exists during the first reading of this unique editorial feature is sustained through the fifth, tenth or thirtieth checking. But, we fear no rebuttal in pointing out that this special issue of Ad Age gives its advertisers a king-size quota of exposure for a single insertion.

So, you can count on it! Your sales message in Ad Age's "100 Leaders" issue could be seen over and over again by the advertising/marketing people who influence the purchase of markets, media and services. If you want sure-fire advertising action, please make your space reservation now. Closing date is August 16.

"PROFILES OF THE 100 LARGEST NATIONAL ADVERTISERS" ISSUE

Advertising Age

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE · NEW YORK 17, NEW YORK

EDITORIAL CONTENTS FOR THE "100 LEADERS" ISSUE

- Sales and earnings in 1960, compared with 1959, and an indication of the company's sales and earnings trends in 1961.
- Total advertising expenditures for 1960 and 1959, as well as estimates for 1961. Expenditures will be shown for "measured media" such as newspapers, magazines, television, business publications, etc., as well as for so-called "collateral" and "unmeasured media."
- A tabulation showing the advertising expenditures as a percentage of sales for each company among the 100 leaders.
- Advertising expenditures, broken down by media, for major divisions and subsidiaries of each company.
- A brief rundown on the marketing strategy and changes during the past year.
- Sales rank and share of the market of leading brands and product lines of each company.
- A complete listing of marketing, advertising and sales promotion personnel.
- The advertising agencies employed by the company, along with the products or brands served; plus the agency personnel responsible for each product line or brand.
- A tabulation, published in chart form, showing the 100 leading advertisers' total expenditures in each medium and the relation of that total to the over-all expenditure in each medium.
- A chart showing percent of expenditures for measured media.
- An index to company "profiles," for quick reference.

important to important people

Advertising Age

THE NATIONAL NEWSPAPER OF MARKETING

Kennedy Tells AEP Dems Aim to Aid Business

Shafto Urges NAB to Bank Code, PR Efforts

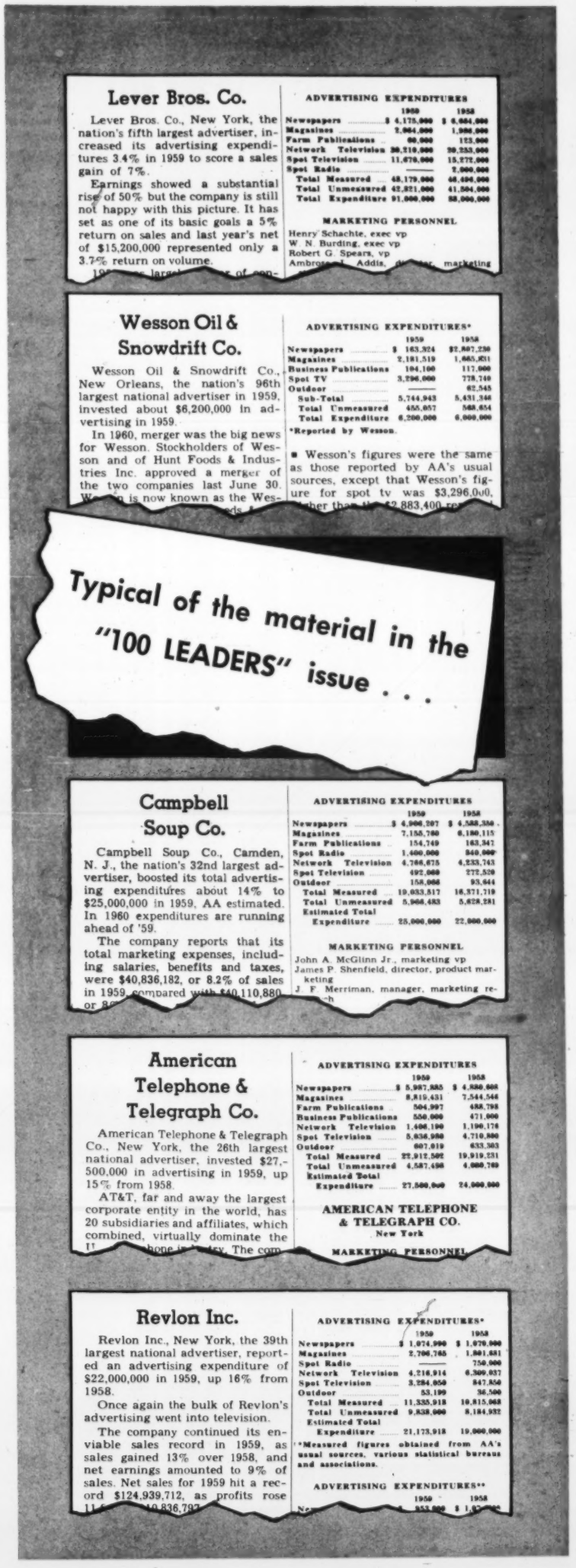
Conoco to Clint Frank as Oil Accounts Slither

Mailers Cried 'Wolf'. Weren't Hurt by Rate Hikes, Riley Tells DMAA

Last Minute News Flashes

Doyle Dane Drops IT&T Business Due to 'Conflict'

PUBLICATION DATE: AUGUST 28, 1961
CLOSING DATE: AUGUST 16, 1961



Lever Bros. Co.

Lever Bros. Co., New York, the nation's fifth largest advertiser, increased its advertising expenditures 3.4% in 1959 to score a sales gain of 7%.

Earnings showed a substantial rise of 50% but the company is still not happy with this picture. It has set as one of its basic goals a 5% return on sales and last year's net of $15,200,000 represented only a 3.7% return on volume.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 4,175,000	$ 4,664,000
Magazines	2,964,000	1,986,000
Farm Publications	60,000	123,000
Network Television	30,210,000	30,253,000
Spot Television	11,670,000	15,272,000
Spot Radio	———	2,000,000
Total Measured	48,179,000	48,498,000
Total Unmeasured	42,821,000	41,504,000
Total Expenditure	91,000,000	88,000,000

MARKETING PERSONNEL

Henry Schachte, exec vp
W. N. Burding, exec vp
Robert G. Spears, vp
Ambrose L. Addis, director marketing

Wesson Oil & Snowdrift Co.

Wesson Oil & Snowdrift Co., New Orleans, the nation's 96th largest national advertiser in 1959, invested about $6,200,000 in advertising in 1959.

In 1960, merger was the big news for Wesson. Stockholders of Wesson and of Hunt Foods & Industries Inc. approved a merger of the two companies last June 30. Wesson is now known as the Wes-

ADVERTISING EXPENDITURES*

	1959	1958
Newspapers	$ 163,324	$2,807,230
Magazines	2,181,519	1,665,831
Business Publications	104,100	117,000
Spot TV	3,296,000	778,740
Outdoor	———	62,545
Sub-Total	5,744,943	5,431,346
Total Unmeasured	455,057	568,654
Total Expenditure	6,200,000	6,000,000

*Reported by Wesson.

■ Wesson's figures were the same as those reported by AA's usual sources, except that Wesson's figure for spot tv was $3,296,000, rather than the $2,883,400 re-

Typical of the material in the "100 LEADERS" issue . . .

Campbell Soup Co.

Campbell Soup Co., Camden, N. J., the nation's 32nd largest advertiser, boosted its total advertising expenditures about 14% to $25,000,000 in 1959, AA estimated. In 1960 expenditures are running ahead of '59.

The company reports that its total marketing expenses, including salaries, benefits and taxes, were $40,836,182, or 8.2% of sales in 1959, compared with $40,110,880 or 8

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 4,906,207	$ 4,588,350
Magazines	7,155,760	6,180,115
Farm Publications	154,749	163,347
Spot Radio	1,400,000	840,000
Network Television	4,766,675	4,233,743
Spot Television	492,000	272,520
Outdoor	158,066	93,644
Total Measured	19,033,517	16,371,719
Total Unmeasured	5,966,483	5,628,281
Estimated Total Expenditure	25,000,000	22,000,000

MARKETING PERSONNEL

John A. McGlinn Jr., marketing vp
James P. Shenfield, director, product marketing
J. F. Merriman, manager, marketing research

American Telephone & Telegraph Co.

American Telephone & Telegraph Co., New York, the 26th largest national advertiser, invested $27,500,000 in advertising in 1959, up 15% from 1958.

AT&T, far and away the largest corporate entity in the world, has 20 subsidiaries and affiliates, which combined, virtually dominate the U. S. telephone industry. The com-

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 5,987,885	$ 4,880,808
Magazines	8,819,431	7,544,546
Farm Publications	504,997	488,798
Business Publications	550,000	471,000
Network Television	1,498,190	1,196,176
Spot Television	5,836,980	4,710,880
Outdoor	607,019	633,303
Total Measured	22,912,502	19,919,231
Total Unmeasured	4,587,498	4,080,769
Estimated Total Expenditure	27,500,000	24,000,000

AMERICAN TELEPHONE & TELEGRAPH CO.
New York

MARKETING PERSONNEL

Revlon Inc.

Revlon Inc., New York, the 39th largest national advertiser, reported an advertising expenditure of $22,000,000 in 1959, up 16% from 1958.

Once again the bulk of Revlon's advertising went into television.

The company continued its enviable sales record in 1959, as sales gained 13% over 1958, and net earnings amounted to 9% of sales. Net sales for 1959 hit a record $124,939,712, as profits rose 11

ADVERTISING EXPENDITURES*

	1959	1958
Newspapers	$ 1,074,990	$ 1,070,000
Magazines	2,706,745	1,801,681
Spot Radio	———	750,000
Network Television	4,216,914	6,309,037
Spot Television	3,284,950	847,850
Outdoor	53,199	36,500
Total Measured	11,335,918	10,815,068
Total Unmeasured	9,838,000	8,184,932
Estimated Total Expenditure	21,173,918	19,000,000

*Measured figures obtained from AA's usual sources, various statistical bureaus and associations.

ADVERTISING EXPENDITURES**

	1959	1958
Ne	853,000	$ 1,0

Spirit Blends End Trend to Straights, 'Handbook' Reports

NEW YORK, July 5—Distilled spirits sales in 1960 registered a 4.1% gain over 1959 volume, totaling 234,700,000 wine gallons or 89,900,000 cases. However, bottling did not compare favorably with the previous year, and the big gains were made by non-whisky types and imported distilled spirits.

That was the picture presented by Clark Gavin, editor, in his 1961 *Liquor Handbook*, published by Gavin-Jobson. Pointing out that bonds continued to decline, and that blends and bourbons merely marked time, he said, "Something of a problem is thus posed for American whiskies, the industry's great mass-sales products, and the 1961 record will be closely watched."

In a rundown of product categories, the *Handbook* reported for the second year that the spirit blend decline was halted, and sales showed a slight increase. The 1960 figure was 27,848,872 cases, or 0.9% above 1959. The brand leader was Seagram's Seven Crown, with an ad investment of $2,087,957, followed by Calvert Reserve (the 1959 leader) with $1,403,487. Newspaper advertising for blends dropped to $11,959,576 from 1959's $12,499,766.

■ For the first time in many years, straight whiskies (almost exclusively bourbons) failed to make a decisive gain. Total estimated sales were 22,660,512 cases, a 2.4% rise over the 22,129,055 cases in 1959. However, the whisky volume was "artificially" diminished by about 1% through the large sale of half-pint "whisky cordials" in New York. "In everything but name, these products are whiskies," the *Handbook* said.

A feature of the year was the blurring of the old line of distinction between straight and blend houses. Hiram Walker, for instance, traditionally a blend house, saw its Ten High straight whisky become the fastest-gaining whisky in the U.S. Among the straights, however, National Distillers' Old Crow, selling well over 2,000,000 cases, was the out-and-out leader. At the same time, Early Times, Ancient Age and Jim Beam were heading for the 2,000,000-case level.

■ Magazine advertising for straights fell 9.9% from $3,801,347 to $3,424,231. Newspaper advertising also fell, but only slightly, from $8,098,677 to $8,073,170.

Bottled-in-bond volume declined sharply. Following the 8.5% decline in 1959, they fell again, by 5.5%. The 1960 volume was 3,812,780 cases, as against 1959's 4,034,908 cases. At the same time, magazine spending on bonds dropped 68.4% from $1,313,886 to $415,403. Likewise, newspaper advertising fell from $1,708,271 to $530,418.

Distillers offset this decline by stepping up combination advertising for straights and bonds. Magazine spending rose 13.6% from 1959's $5,939,784 to $6,748,143. The top brand spender was National Distillers' Old Grand-Dad, with $1,617,937. Old Crow headed the list in newspapers with $1,308,464.

Little change was registered in the U.S. gin market. Sales were estimated at 8,007,888 cases, a 2.5% rise over the 7,815,201 cases in 1959. However, "In 1960, for the first time, there was some tangible evidence that vodka gains were being taken at least partially from the gin category," the annual said.

Magazine advertising for gin dropped 8% from $3,292,896 to $3,028,602. Newspaper investments, however, rose to $3,183,974 from 1959's $2,643,795. Gordon's gin was top spender in both categories, with $846,089 in magazines, and $831,309 in newspapers.

Scotch whisky consumption totaled 7,912,287 cases, a rise of 8.5% over 1959. "While the rate of gain was slightly below the 11.3% of 1959, there is no reason whatsoever to foresee the approach of a 'ceiling' on Scotch sales," the *Handbook* said.

■ Magazine spending on scotch jumped 17.6%, from $6,230,948 to $7,328,070, with the brand leader, White Horse, spending $821,442. Newspaper budgets also were hiked, from $3,285,007 to $3,509,777. Top spender there was Cutty Sark, with $672,809.

Canadian whisky sales rose 6.4%, with 1960 volume estimated at 4,864,748 cases. "Somewhat surprisingly," magazine investment dropped 1% to a 1960 figure of $3,570,502. Canadian Club headed the list again, spending $1,874,671. There was also "a notable increase" in newspaper spending, the figure going from 1959's $2,737,133 to $3,395,508.

Most rapid climber once again was vodka, registering a 9% increase last year. The 1959 volume was 6,256,676 cases, and the 1960 figure, 6,818,891. This steady rise followed the 17.2% increase in 1959. Both magazines and newspapers benefited, magazine advertising rising 1.8% to $1,938,467, and newspapers going to $2,575,847 from 1959's $2,363,634.

■ Smirnoff, the perennial leader, headed the list with $1,350,891 in magazines and $1,185,273 in newspapers.

'Way down the line, bottled cocktails enjoyed their best sales year, with national sales rising 27.2% to 409,399 cases. Magazine spending rose 21.6% from the 1959 figure of $308,840 to $375,529, according to the *Liquor Handbook*. #

F&S&R to Open Boston Office

Fuller & Smith & Ross, which for 18 months has had a service office in Boston, will open its eighth office at 607 Boylston St. Aug. 1. Robert J. McMahon, vp and director of marketing in Pittsburgh, will be vp and manager of the Boston office.

Adams Joins WBKB, Chicago

Robert F. Adams, formerly assistant sales manager of WABC-TV, New York, ABC-TV's flagship station, has been named to the newly created post of director of sales for WBKB, ABC-owned tv station in Chicago.

HE CAN HELP YOU

If you're looking for fast Direct National Distribution

Barney Kingston, Merchandising Director

Don't be fooled by the "outlet map" on your wall! It's one thing to put your product in stores—it's quite another to move it.

If your product or service lends itself to personal selling—whether in a home, office, store, institution, service station, etc.—it will pay you to investigate the booming $9½ billion DIRECT SELLING FIELD. Manufacturers and agency executives often amazed to learn how easy and inexpensive it is to move merchandise through modern direct selling—in ALL counties of the 50 states and in the provinces of Canada.

Let us analyze your product or service without obligation on your part. If your product has potential in our field, we submit 25-year sales-tested plan for consideration; sample plan starts 50 new companies every month . . . many of which now do from $250,000 to more than $12½ million annually.

Send factual data to our Merchandising Director, Barney Kingston, Dept. P-120, Salesman's OPPORTUNITY Magazine, 850 North Dearborn Street, Chicago 10, Ill.

NOW!
GREATEST IN THE NATION!

WCCO Radio

listeners per quarter-

other station of the

TOP ACCEPTANCE! Check *any* market in the nation—even such giants as New York, Chicago and Los Angeles. You won't find a station of the CBS Radio Network that matches the enormous WCCO Radio audience—60,000 in-home families per quarter-hour. What's more, this is a far bigger audience than that of all other Minneapolis-St. Paul stations *combined (59.2% share of audience)!* It's yours to sell at the Twin Cities' *lowest cost-per-thousand*—less than one-third the average of all other stations. Great *record* . . . great *buy* . . . with great *acceptance!*

Source: Nielsen Station Index/6:00 AM-Midnight, 7-day week. Latest reports available as of July 1, 1961.

Zale Jewelry Chain Spends $400,000 for 'Friendly' Direct Mail, Finds It Pays

DALLAS, July 5—"Direct mail has to do a very successful job of selling, and it does it for us."

That's a statement by Jim Wilson, vp and advertising director of Zale Jewelry Co., whose 210 retail stores in 33 states across the nation reportedly make it the largest jewelry retailer in the world.

In his talk on direct mail as a sales tool before the Dallas Advertising League, Mr. Wilson said that the Dallas-based company in 1949 had 26 stores. He credited direct mail for a large share of Zale's success.

Last year Zale spent about $2,500,000 on advertising. Of this sum, $1,800,000 was spent in newspapers, and $400,000, or 16%, for direct mail. Usually 20% to 22% is budgeted for direct mail.

■ Most of the pieces represent an outlay of $40 per 1,000, including $25 postage cost, Mr. Wilson said. The most expensive pieces cost between $80 and $90 per 1,000. Compared with a cost of $2.50 to $4.50 per 1,000 for b&w newspaper advertising in a 200,000 market, or $4.75 to $5.25 per 1,000 in magazines with 7,000,000 circulation, direct mail, despite its higher cost per 1,000, does a profitable selling job, Mr. Wilson said.

■ He said that Zale uses it for four reasons:

1. It lets Zale be selective and reach specific customers in specific areas.

2. Selling can be lasting in a direct mail piece. The average mailer has a life span of about three weeks.

3. Direct mail can sell with warmth, friendliness and personality.

4. Special sale inducements can be offered to special people—inactive accounts, for example.

Mr. Wilson said that present customers of the company are the best prospects. "On occasion we try to plow up new customers by mail, and have selected them by occupant, postal zones, economic groups and saturation. Best results have come from telephone directory lists," he said.

■ The copywriter plays a stronger part in direct mail than in any other medium, he said. Direct mail is the copywriter's dream but it is the production man's headache, as special techniques are required, he added. Direct mail resembles the feature story approach in newspaper writing. The opportunity to glamorize is there. Copy should be warm and friendly and point up benefits. Above all, it should make the customer feel important, Mr. Wilson said.

He said that Zale has customers who drop in, call for the store manager and thank him for sending them the mailing, or apologize because they can't buy the merchandise advertised at that time, or complain because they didn't receive the mailing.

Mr. Wilson recommended the use of the word, "I," only when it will contribute something constructive, as in, "Come in, and I will personally show you this item."

Zale uses a lot of envelope enclosures—three or four, at least—in every mailing. Item promotions usually take the form of an 11x17" mailer, whose first page is a letter explaining the offer, center spread is occupied by the merchandise item, and back page is devoted to an unrelated item. This last he termed a "postage payer."

■ Zale sold diamond rings, and plenty of them, he said, by mail by including a card with ring sizes cut out so the customer could put her finger in it and order by mail.

"Back up your presentations with sales clinchers," Mr. Wilson urged. An assurance of a guarantee must have real meaning in it. You can only kid yourself, not the public, in today's economy, he told his audience.

The work of the Zale direct mail program is divided between Zale's advertising staff and Sam Bloom Advertising Agency, Dallas, which handles the Zale account. Zale's advertising and pr division is composed of a staff of five, Mr. Wilson said. #

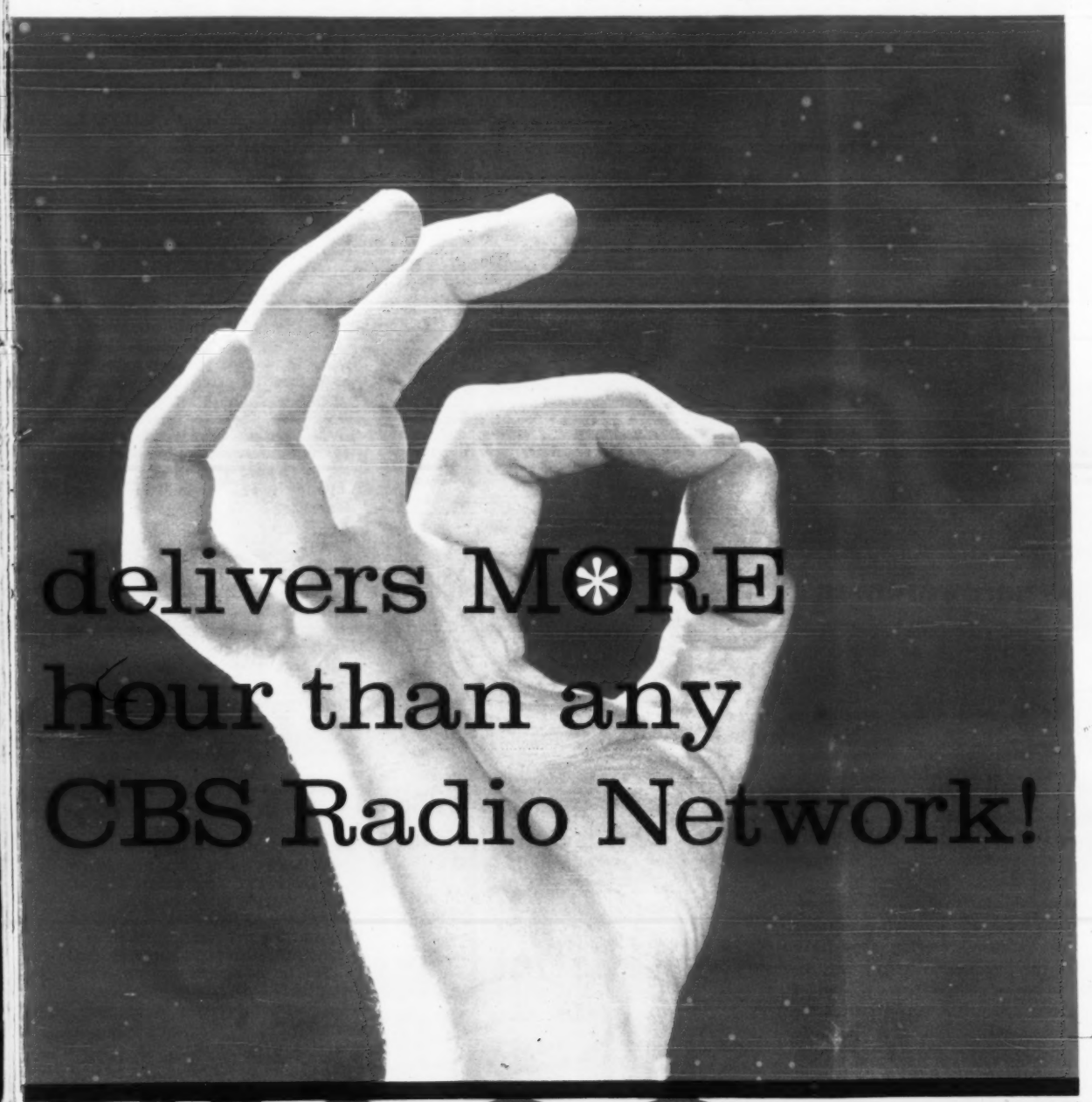
BLACK FOIL—*B. F. Gladding & Co., South Otselic, N.Y., fishing line and tackle manufacturer, will introduce its Jet Chef black-one-side cooking foil in this display box this summer. It is Gladding's first cooking product. Geyer, Morey, Madden & Ballard is the agency.*

Markoa Opens Offices; Names Phillips President

Markoa Corp., a new national marketing-management company, has opened offices at 36 S. Wabash Ave., Chicago. Van L. Phillips, former president of Phillips Marketways, now a division of Markoa, has been named president, and Val J. Williams, private consultant and former vp, marketing, Spector Freight System, has been named exec vp and general manager. Markoa, which is in the process of acquiring prominent independent sales-marketing consulting service companies in key market areas, has branch offices at 331 Madison Ave., New York, and at 400 Montgomery St., San Francisco.

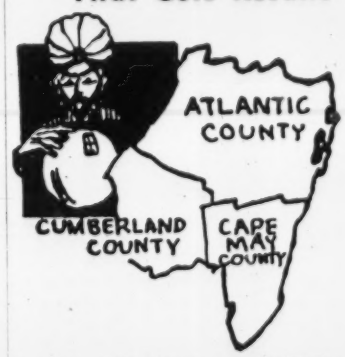
Gabrielsen Joins Cattle Club

Helmik Gabrielsen has resigned as advertising manager of Foremost Dairies, San Francisco, to become promotion director of the California Guernsey Cattle Club, Sacramento. No successor has been named at Foremost.



WCCO RADIO
Minneapolis • St. Paul
Represented by CBS RADIO SPOT SALES
Northwest's Only 50,000-Watt 1-A Clear Channel Station

Here's the Medium That Gets Results



In the rich three-county market of Southern New Jersey, it's the **PRESS** with a phenomenal increase in circulation that more than matches the rapidly expanding population growth of the area.

Atlantic City Press
Southern New Jersey's "Good Morning" Newspaper
ROLLAND L. ADAMS, President
SCOLARO, MEEKER & SCOTT, Inc.
National Representatives

Walker Opens Own Shop

Ellis Walker, former director of video and audio product news for Ampex Corp., has opened his own publicity and product information service, Ellis Walker Productive Communication, with offices at 61 Renato Court, Redwood City, Cal.

St. Anthony MESSENGER

Tap this source of big business. Advertise every month.

SEPTEMBER ISSUE CLOSES JULY 20

Orders and sample copy requests to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd. Chicago 4
Telephone HArrison 7-7176

NATIONAL CATHOLIC FAMILY MAGAZINE

Taft Buys Bowling Alley

Taft Broadcasting Co., Cincinnati, has diversified its business activities by buying Brentwood Bowl, a 32-lane bowling emporium located in a Cincinnati suburb. The purchase price was more than $1,000,000.

Armbruster Joins Wilson

Robert Armbruster, formerly on the public relations staff of Western Electric Co., New York, has joined Thomas C. Wilson Advertising Agency, Reno, as public relations director and account executive.

'Reporter' Boosts Rates, Base

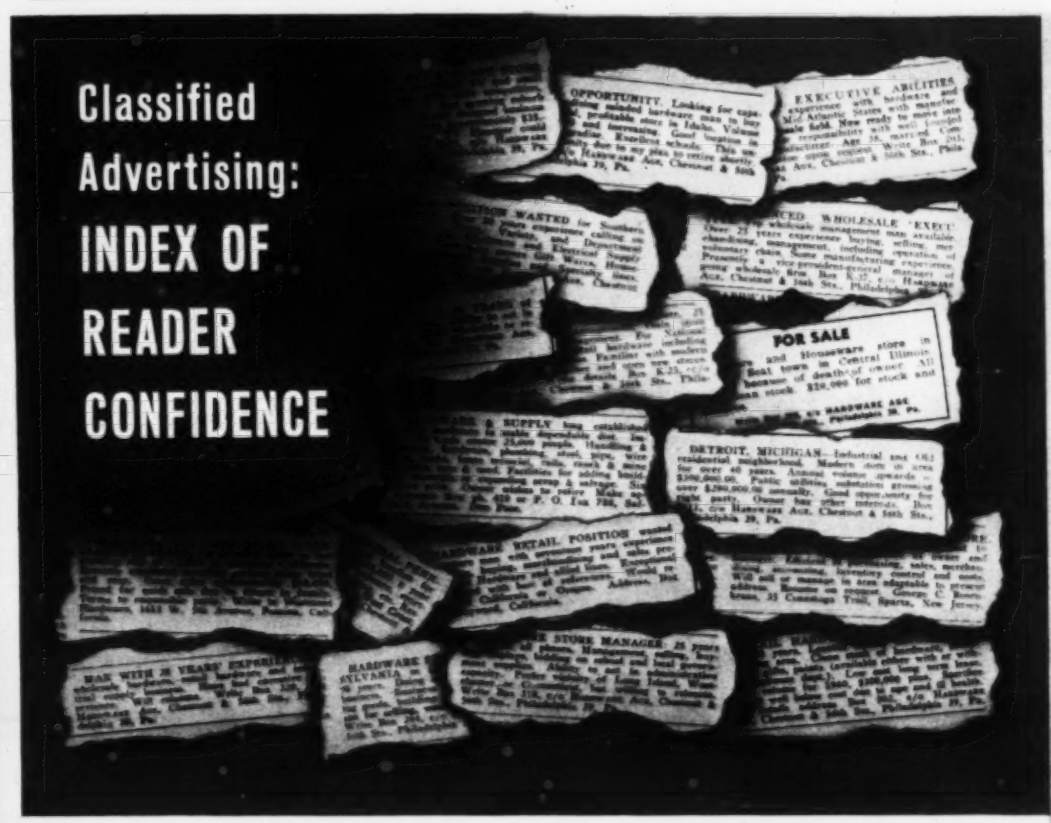
The Reporter will raise its circulation guarantee from 150,000 to 170,000, effective with its Jan. 4, 1962, issue. One-time page rates will go from $1,150 to $1,375 for b&w, and from $1,725 to $2,075 for four-color.

Otto Bruno Joins Glaser

Otto G. Bruno, formerly art director of the *Courier-Times*, Levittown, Pa., has joined Bernard Glaser Associates, Bristol, Pa., as art and production director.

Stern Dumont Keller Wallace Bernardini

NEW OFFICERS—*Jack Wallace, Sunset Magazine, has been elected president of the Northern California chapter of Alpha Delta Sigma, for 1961-'62. Bern Bernardini, formerly with Grey Advertising, was elected vp; Hans Stern, Guild, Bascom & Bonfigli, treasurer; and Jerry Keller, Botsford, Constantine & Gardner, secretary. Bill Dumont, formerly with Fuller & Smith & Ross, is the outgoing president.*



When hardwaremen advertise to hardwaremen . . .

IT'S HARDWARE AGE 3⅓ TO 1!

ISN'T THIS TRUE? You want to invest your hardware market advertising money so it carries your sales and product story to the audience that can and will do the best job for you.

The way to do that is to concentrate in the trade's leading publication: Hardware Age. Because Hardware Age is a many-times leader.

Let's consider one often-overlooked category: the Classified advertisements. These are paid for by hardwaremen themselves. Certainly, they know which magazine they read most. And they spend *their* advertising dollars in the magazine where they expect the most action.

So it is significant to note that out of the 1,282 classified advertisements appearing in the three national hardware magazines during 1960, 77.3% *appeared in Hardware Age — 3⅓ times as many as* appeared in *both* other magazines combined.

Compared with the No. 2 magazine, Hardware Age also leads in total circulation . . . carries 54% more total advertising — 212% more when only *exclusive* advertising is considered. It is the choice of 48% more advertisers — 169% more exclusive advertisers.

Its Census of Hardware Dealers permits concentration of circulation among Major and Progressive Intermediate Dealers. It reaches nearly every wholesaler and provides intensive coverage of the 61.7% of store units that account for 89.7% of retail sales. And it is the *only* national hardware publication for which every reader *voluntarily* pays for his subscription. Shouldn't *you* be profiting from advertising in Hardware Age?

These 9 Features of HARDWARE AGE'S MAP

Marketing Assistance Program

help increase sales

NATIONAL SURVEY. A scientific sampling of 40,000 hardware stores. Covers 224 hardware products in nine categories. Shows total retail and average sales volume. Percent of stores carrying each product. Number of brands carried and where purchased.

CHILTON RESEARCH SERVICES. The Chilton Company research department is available — for a reasonable fee — on an independent, fully confidential basis to manufacturers, agencies and others for conducting market and product research.

GENERAL COUNSELING FROM HARDWARE AGE STAFF. The marketing experience and knowledge of the Hardware Age organization is at your service. Advice on such key problems as cataloging, pricing, discounts and distribution.

VERIFIED LIST. The most complete list of hardware wholesalers in the industry. Includes names, addresses, territory covered, lines handled and buyers for 531 general hardware wholesalers in the U.S. and Canada — plus 1,350 manufacturers' agents.

CENSUS OF RETAIL HARDWARE DEALERS. Includes all 40,000 known hardware retailers broken down into volume groups by states. Census maintained daily for extremely accurate research and promotion uses.

RESEARCH AND PROMOTION MAILING SERVICES. Keyed to the Hardware Age Census of Retail Hardware Dealers — the most accurate, complete, up-to-date lists in the business.

MERCHANDISE DIRECTORY NUMBER. Lists 7,560 hardware products with 10,025 cross references. Gives manufacturers' names, addresses and more than 25,000 brand names.

MERCHANDISING SERVICES Promotions by Hardware Age advertisers can be supported with such items as tear sheet folders, post cards, bookmarks and easels.

MEDIA HELP. Helpful material for the media buyer: readership studies, page sales analyses and a Planning Guide giving valuable information on the hardware markets.

Your advertising will meet

More Eager Readers in

HARDWARE AGE

A Chilton Publication

ABC Member NBP

Chestnut and 56th Street
Philadelphia 39, Pa.

TV Sponsors Not to Blame for Program Decline: Pat Weaver

NEW YORK, July 5—It's the networks, not advertisers, who are responsible for the decline in tv programming, according to Sylvester L. (Pat) Weaver Jr., chairman of the board of McCann-Erickson (International).

Reminiscing about the time from 1949 to 1956 when he was the president of NBC-TV, Mr. Weaver told the FCC committee conducting hearings on network programming in the U. S. district court here last week that he and other network executives, "who knew show business, who knew advertising and who knew communications, were able to solve the problems of getting more and more revenue to put on better and better shows for larger and larger audiences.

■ "The change in television," he said, "has come about because in the interaction of the elements in the business, there is not enough fighting for better things with intelligence based on experience and knowledge.

"Advertisers have never been more than a slight influence on programming since television really got under way. The belief that the advertiser is the 'heavy' in what we see on the screen is wrong," he said.

Mr. Weaver added that no advertiser wants to present programs that will make "enemies instead of friends." He said agencies must spend their clients' money on buys that make the most sense among those available to them. "But," he said, "they cannot buy time and program the networks, so their responsibility is smaller than it might be. The talent agents and program companies do what the buyer wants, and the buyer is the network."

■ Mr. Weaver predicted, however, that television will improve because of the "public outcry in the last few years, because of the increasing knowledge and bitterness of many artists who have not been given a place to work in television, because of the interest of the FCC and Chairman Minow's declaration that the public that owns the air can be considered in the future as an interested party." #

Louisville Adclub Rejoins AFA; Three Advertisers Join

The Advertising Club of Louisville Inc. has voted to reaffiliate with the Advertising Federation of America. Advertisers who have recently joined the AFA are Philco International Corp., Remington Rand Systems and Lennox Industries.

Advertisement

Inquiries: a boon or a burden?

Some companies say: "The value of our inquiries is dubious." But in one market (the market for home-building products, furnishings and services), more and more leading firms are using an exciting new technique that insures the quality of the inquiries they receive.

The Prime Function of Inquiries Is Often Neglected

Offers of "further information" are a routine part of most advertisers' efforts. But more and more, they're used for *testing* ads and media . . . less and less for locating qualified prospects. Why? Aren't people who show interest in a product still worth cultivating? Isn't detailed literature — in their hands at the right time — still the most effective sales tool short of face-to-face selling?

Few people will disagree.

High Costs and Low Quality Are Blamed

But, many ad and sales managers complain that the usual low level of *inquiry quality* does not justify the cost. The costs are easy to measure. The quality is almost impossible to measure. But when salesmen neglect inquiry leads, or treat them as a nuisance, or complain about wasting time on unlikely prospects, there's obviously a quality problem.

What's more, the problem often persists in spite of shrewd media and list selection . . . in spite of more selective appeals. The real problem, it seems clear, is that a large part of the effort to get inquiries is wasted on people who *aren't really in the market at the moment.*

Inquiry Value Depends on Reaching the Right People at the Right Time

The problem is especially severe for companies who sell to the custom-built home market, where an individual prospect is to be found only once or twice in his lifetime. How can you know who's in the market at a given moment? How can you reach such people at the lowest possible cost?

More and more companies have found the answer in the GUIDE TO HOME-PLANNING LITERATURE, distributed by F. W. Dodge Corporation.

Dodge recognized that conventional media and conventional mailings offer limited selectivity, questionable timing and little quality control over inquiries. Ideally, prospects ought to be identified on an *individual* basis, rather than an *audience* basis. Each prospect should be reached during his own active *planning-buying period.* If this could be done efficiently, individual offers, properly timed, could do more good than mass advertising, at a fraction of the cost.

Could such people be identified in large numbers, and at low cost?

Dodge had the answer to this question, right in its own organization.

How Qualified Prospects Can Be Pinpointed

Dodge is the nation's leading source of construction news. It maintains an army of trained reporters—over 1000 of them—to uncover timely, accurate data on new building activity. With this intelligence network to start with, Dodge devised a system to help companies pinpoint their ripest prospects in the $2-billion custom-home market.

These prospects are especially important because they build and buy to suit themselves. They specify what they want.

They spend an average of 35% more than people who buy from merchant builders. They set trends.

The Guide To Home-Planning Literature

Here's how the system works:

1) ***Commitment.*** Mr. X takes positive steps toward building his home — a home that's going to require materials, equipment, furnishings, insurance, etc. He buys property . . . retains an architect . . . gets a building permit . . . or commits himself in any of several other ways.

2) ***Identification.*** A Dodge Reporter — making regular calls on architects, contractors, building officials, etc. — learns of Mr. X's activity.

3) ***Screening.*** The Reporter verifies the information on Mr. X, and others like him, and sends their names back to Dodge headquarters every day.

4) ***The Dodge Guide To Home-Planning Literature*** is mailed to each of these qualified names. This is a brochure which describes and offers the literature of companies that sell to this lucrative market.

5) ***Expressed interest.*** Prospects read the Guide . . . then request literature on the particular products or services they're interested in for their new homes. They are now *Positive Prospects.*

6) ***Delivery.*** Dodge receives these requests daily, immediately sends each participating firm just those requests for *its* literature, on convenient gummed labels.

7) ***Contact.*** The participating firm uses these labels to send its literature to its respondents, with information on where to buy. Thus, the company's most effective promotional tool gets directly into the hands of its best current prospects. And their names get into the company's "action" file.

Hundreds of custom home-planners enter the market daily. This unique plan can put an offer of your sales literature in the hands of each such prospect as he's identified by Dodge . . . at the moment of peak interest . . . at the very time he's most likely to be influenced in your favor . . . *for about the cost of a postage stamp apiece.*

A History of Impressive Results

The "Guide Plan" was first tested in 1958. Every one of the dozens of companies which took part received literature requests at a rate exceeding 2000 per year, many at a rate of 10,000 to 20,000 per year or more.

With results like these — all from *Positive Prospects* — Dodge put the Plan into full operation. Its early promise proved to be justified. The table below shows the number of inquiries at annual rates currently being received by some participating firms:

FIRTH CARPET COMPANY	15,200
THE FORMICA CORPORATION	12,600
THE FLINTKOTE COMPANY	6,700
UNITED STATES PLYWOOD	10,000
AMERICAN OLEAN TILE COMPANY	12,500

These figures are the pay-off. Especially when you remember that each represents a steady, day-by-day influx of the highest-grade inquiries at low cost. The many firms which have made a point of following up and checking out these leads testify to their quality. They handle these inquiries, not as a necessary nuisance, but as a continuing stream of opportunities for profit.

And the list of participating firms continues to grow. Below are the names of some of the companies that have recently joined the Plan:

FRIGIDAIRE—Division of General Motors Corporation
GENERAL ELECTRIC COMPANY
KITCHENAID DISHWASHER — Hobart
THE MOSAIC TILE COMPANY
ROBBINS FLOOR PRODUCTS, INC.
ALBERT VAN LUIT & COMPANY
WESTINGHOUSE ELECTRIC CORPORATION

Of course, the companies using the "Guide" don't expect it to *replace* their promotion in conventional media. But because of its rifle-shot accuracy, it deserves top priority in budgeting for sales promotion. Doesn't make much of a dent in budgets, either.

If you'd like more information, write to: Guide to Home-Planning Literature, F. W. Dodge Corporation, Dept. ADA71, 119 West 40th Street, New York 18, N. Y.

Standard agency commissions apply.

F. W. Dodge Corporation
Dept. ADA 71, 119 W. 40th St., New York 18, N. Y.

F W DODGE CORPORATION

GUIDE TO HOME-PLANNING LITERATURE

Top Food Advertisers Boosted TV Ad Outlays Substantially in '60: TvB

NEW YORK, July 5—Television, already the dominant medium for national and regional food companies, picked up even more advertising support from this category in the first quarter of 1961, according to the Television Bureau of Advertising.

The top 20 food and grocery advertisers all put a major portion of their measured media budgets into tv during 1960 (*see table*). These companies increased their over-all ad expenditures by 3.4% last year, but their tv spending went up 5.7%, and their gross tv time outlay jumped nearly 10% during the first quarter of this year (*see table this page*).

Network and spot time billings for the classification went from $77,000,000 for the first three months of 1960 to $81,000,000 for the corresponding period this year. TvB estimated that talent costs would bring this classification to the $1,000,000-a-day level.

■ The food and grocery classification, by the bureau's definition, takes in food products and grocery store billings. It excludes many products sold in grocery stores, such as beer, soft drinks, pet foods, tobacco, soaps, cleansers, waxes, etc.

The bureau noted that 1960 was a good year for the biggest spending food companies, with the top 20 enjoying an average profit increase of 8% over the returns for 1959.

Heaviest budgeted items in this category were (1) coffee, tea and food drinks, (2) cereals, and (3) baked goods. #

Samsonite, Fashion Designers Join in 11-Page 'Bazaar' Ad

Three fashion designers and a luggage manufacturer will cosponsor a 11-page ad in the September *Harper's Bazaar*. Called "Fashion in Motion," the ad promotes Samsonite luggage, manufactured by Shwayder Bros., and fashions by Helga, Lilli Ann and Zelinka Matlick. Theme of the pages is that America's lady is on the go, and her travel case is as important an accessory as her handbag.

More than 50 stores will tie in with the promotion via fashion shows and store window displays featuring the luggage with the fashions. Grey Advertising Agency, Samsonite's agency, is handling.

NBC Sells Durante, Baseball

U.S. Brewers Foundation, New York (J. Walter Thompson Co.), will sponsor an hour color special, "The Jimmy Durante Show," on NBC-TV, Aug. 9 at 10 p.m. (EDT), celebrating the comedian's 50th year in show business. NBC's telecasting of major league baseball's two all-star games, July 11 and 31, will be co-sponsored by Gillette Safety Razor Co. (Maxon), and Chrysler Corp. (Leo Burnett Co.). General Mills (Knox Reeves Advertising) will back a 15-minute program, narrated by NBC sportscaster Lindsey Nelson, preceding each game.

Western Buys Nemethy-Davis

Western Publishing Co., Racine, Wis., has purchased Nemethy-Davis Co., Detroit. The company will continue to operate under the Nemethy-Davis name as a wholly-owned subsidiary of Western. No changes in management or personnel are anticipated and the company will continue to concentrate on sales promotion and merchandising activities. Western has consolidated its New York offices in the new Western Publishing Bldg. at 850 Third Ave.

Morrison-Waldron Adds One

A. B. Murray Co., Elizabeth, N. J., has named Morrison-Waldron Associates, Plainfield, N. J., to handle its advertising.

Food, Grocery Makers Boost Magazine Expenditures

Food and grocery manufacturers increased their advertising expenditures in magazines last year by 9.9%, while slicing newspaper and television budgets. Nevertheless, spot television remained the largest food and grocery ad medium. Measured expenditures totaled $229,610,000, a 4% drop from 1959. The magazine expenditure was $126,381,000. Biggest percentage drop, 15.3%, was in newspaper supplements, where expenditures of $33,869,000 were recorded.

Newspaper expenditures declined 4.3% to $150,699,000 and network television expenditures dropped 3.1% to $199,142,000. These figures are from the annual brand-by-brand analysis compiled by *Food Field Reporter* from measured media statistical sources.

Public Relations Int'l Opens

Public Relations International, with offices at 57 E. Division St., Chicago, will be officially launched at the International Trade Fair in McCormick Place, Chicago, July 25-Aug. 10. The new public relations company has taken space in the trade development section-USA pavilion at the fair to present its services. James J. McGuinn, who has been doing special assignments in public relations for the past five years, is president of the new organization and Dorothy McGuinn is vp. Mrs. McGuinn, who has been associated with public relations for the American Furniture Mart since 1956, was in charge of trade publicity for the Chicago International Trade Fairs in 1959 and 1960.

ABP Endorses Mail Service Plan

The Board of Associated Business Publications has endorsed the "nationwide improved mail service program" proposed by the U. S. Post Office Department. It has asked ABP publishing houses to adopt the non-priority mailing procedure proposed.

Leading Food Company Advertisers

	Total Measured Advertising*		Television Billings**		Per Cent Television	
	1960	1959	1960	1959	1960	1959
1. General Foods	$ 65,084,760	$ 60,358,624	$ 37,164,388	$ 35,489,721	57.1%	58.8%
2. General Mills	29,958,422	30,229,439	17,221,517	16,156,947	57.5	53.4
3. National Dairy	22,738,452	22,015,870	9,742,461	7,922,187	42.8	36.0
4. Kellogg	20,855,832	21,766,988	15,695,586	13,442,861	75.3	61.8
5. Campbell Soup	20,527,544	17,633,517	6,568,140	5,258,735	32.0	29.8
6. Standard Brands	18,264,839	16,704,212	10,364,220	10,389,550	56.7	62.2
7. National Biscuit	16,202,617	14,485,927	11,669,252	9,730,022	72.0	67.2
8. Corn Products	15,516,583	15,058,780	7,079,906	8,747,887	45.6	58.1
9. Quaker Oats	13,974,656	12,874,600	5,384,844	4,669,746	38.5	36.3
10. Hunt Foods & Industries	13,206,077	8,088,243	6,530,630	2,936,200	49.5	36.3
11. Pillsbury	12,845,744	15,753,965	8,774,420	6,934,594	68.3	44.0
12. Armour & Co.	11,482,057	10,704,716	4,948,360	5,890,528	43.1	55.0
13. Swift & Co.	11,100,697	8,955,385	3,295,210	3,128,964	29.7	34.9
14. Continental Baking	10,463,158	14,842,138	6,473,117	11,582,615	61.9	78.0
15. Ralston Purina	9,390,519	8,917,806	6,742,580	6,222,860	71.8	69.8
16. Carnation	8,852,562	8,773,096	5,065,407	3,225,438	57.2	36.8
17. H. J. Heinz	7,370,130	7,251,019	3,009,011	2,875,530	40.8	39.7
18. Borden	7,363,500	11,102,475	1,417,300	4,450,906	19.2	40.1
19. Beech-Nut Life Savers	7,000,588	7,264,227	6,039,477	5,476,210	86.3	75.4
20. California Packing	6,239,428	4,745,378	1,088,209	321,500	17.4	6.8
Total	$328,438,165	$317,526,405	$174,274,035	$164,853,101		

* Newspapers, general and farm magazines, business publications, outdoor and television expenditures compiled by Advertising Age.
**Source: TvB figures from Leading National Advertisers, Broadcast Advertisers Reports, and N. C. Rorabaugh Co.

Top 20 Food Advertisers in Network and Spot TV for First Quarter 1961 and 1960

Source: Television Bureau of Advertising

Gross Time Expenditures

	First Quarter 1961	First Quarter 1960		First Quarter 1961	First Quarter 1960
1. General Foods	$ 9,685,931	$10,140,658	12. Armour & Co.	$ 1,537,970	$ 1,395,390
2. General Mills	6,063,044	4,253,913	13. Swift & Co.	736,530	1,191,850
3. National Dairy	2,544,353	2,465,278	14. Continental Baking	2,465,965	2,310,165
4. Kellogg	3,813,948	4,464,856	15. Ralston-Purina	2,056,450	1,716,340
5. Campbell Soup	2,420,630	1,627,895	16. Carnation	1,529,558	1,208,616
6. Standard Brands	2,217,930	3,763,338	17. H. J. Heinz	898,737	744,790
7. National Biscuit	3,192,295	2,796,326	18. Borden	168,170	322,760
8. Corn Products	2,913,103	1,565,255	19. Beech-Nut Life Savers	2,062,880	1,494,340
9. Quaker Oats	2,156,013	1,778,498	20. California Packing	66,250	270,570
10. Hunt Foods & Industries	1,894,790	1,837,770	Total	$51,416,526	$46,916,216
11. Pillsbury	2,991,979	1,567,608	Per Cent Change	+9.6%	

E. G. HINES

SEATTLE, July 5—E. G. (Jerry) Hines, 42, vp of Bozell & Jacobs, Seattle, was killed June 27 in the crash of a private plane off the Washington coast near La Push. The craft crashed into a power cable serving a foghorn and fell into the Pacific Ocean.

Mr. Hines, originally from Kansas City, had been in advertising in Seattle since the end of World War II. He joined Bozell & Jacobs in 1954 as an account executive and became vp in 1958. From 1949 through 1954 he had been a partner of H. J. McGrath & Associates. Prior to that he had been an account executive and pr director of KOL, Seattle radio station. Mr. Hines entered the advertising field in 1936, when he joined the old Ferry-Hanly Co., Kansas City.

LOUIS H. ROSE

CHICAGO, July 5—Louis H. Rose, 80, retired circulation director of the *Chicago Tribune*, died June 28 in his sleep in Passavant Memorial Hospital. He entered the hospital several weeks ago.

Mr. Rose started his career in the circulation field as a newsboy at the age of nine. Even when he became the *Tribune's* circulation director in 1924, and substituted motor vehicles for the old horse-drawn newspaper delivery trucks, he continued to regard himself primarily as a newsboy. He retired in 1953. Among his survivors is a son, Stanley, an assistant circulation director of the *Tribune*.

ANTHONY M. QUINN

BURBANK, CAL., July 5—Anthony M. Quinn, 62, secretary-treasurer of KHJ and KHJ-TV, Los Angeles radio and tv stations, and KFRC, San Francisco radio station, died June 25 at St. Joseph's Hospital here after a brief illness.

Mr. Quinn, a broadcast executive since 1923, was at one time chief auditor of the old Don Lee Broadcasting System. #

*Ramsey, Dakota and Washington Counties

ST. PAUL DISPATCH
PIONEER PRESS

Representatives
RIDDER-JOHNS, INC.
New York · Chicago · Detroit
San Francisco · Los Angeles
St. Paul · Minneapolis

WAVE-TV viewers use 28.8% more GAS and OIL

—because they drive 28.8% more miles, in 28.8% more cars, trucks and tractors!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

WAVE TV
CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
THE KATZ AGENCY, National Representatives

CROSSROADS TO THE WEST
THRESHOLD OF COMMERCE...

St. Louis . . . Gateway to the West, nucleus of commerce for the Mississippi Valley. City of shoes and steel, of food products and chemicals, of aircraft and hardware. St. Louis is building toward a better future through diversified industry. Leading the burgeoning growth? *Business Week subscribers who create, expand, encourage St. Louis' multifarious, independent economy.*

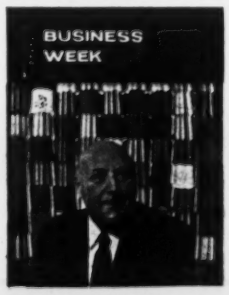
A lithographed reproduction of this woodcut by St. Louis' Werner Drewes, size 15" x 22", is available when requested on your business letterhead.

St. Louis flourishes because companies start here, move here and stay! Look at their names: Monsanto Chemical (273 Business Week subscribers), McDonnell Aircraft (70), International Shoe Company (56), Union Electric (44). These are just a few of the giants of industry that keep St. Louis on firm ground.

And Business Week contributes to the vigor and energy of this "city of opportunity" every week. For Business Week supplies management with the vital facts and figures that help form important decisions. Its business news is significant, accurate, impartial, swift.

Your advertising in Business Week is news here, too. It's seen, read, acted on by the men who make St. Louis a city of vision—a city of decision — a city of independence.

You advertise in Business Week, when you want to influence management men



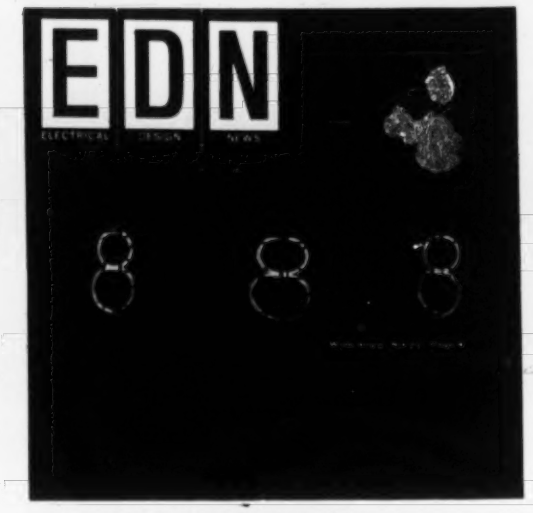
A McGraw-Hill Magazine
330 West 42nd Street
New York 36, N. Y.

GROWTH AND SPECIAL SERVICES. Growth means strength—the ability to help yourself and help others too. In a few short years, Cahners Publishing Company has grown to the fourth largest industrial publishing company in the nation.* ▪ From our growth have come many new services which result in better magazines, and make advertising in those magazines more effective. Such services are consistent and regular studies of the market, bold experiments in editorial techniques, purposeful search for reader needs, basic analyses of reader attitudes toward both advertising and editorial. We have extended to all our properties the successful techniques of each individual magazine. ▪ The basic reason for this increased activity is our driving desire to create a climate of excellence. ▪ Readers and advertisers benefit directly from these special services, provided in a climate of growth in each of the Cahners Publishing Company magazines.

Cahners Publishing

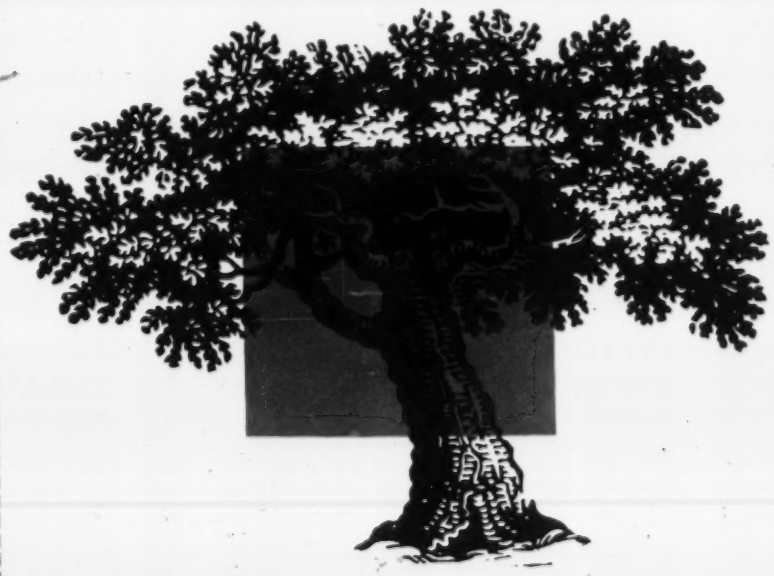
CAHNERS PUBLISHING COMPANY, INC. · CAHNERS BUILDING · BOSTON 16, MASSACHUSETTS

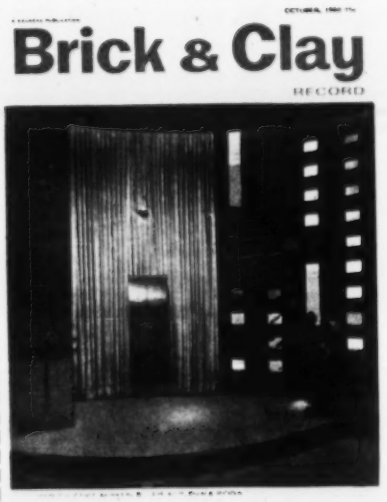
14 Offices Conveniently Located to Growing Industry



Cahners Publishing

BUILDING CONSTRUCTION
New products that permit use of new construction techniques 22
New solution to construction problems involving existing materials and equipment 35
New product lines – their advantages and disadvantages 47



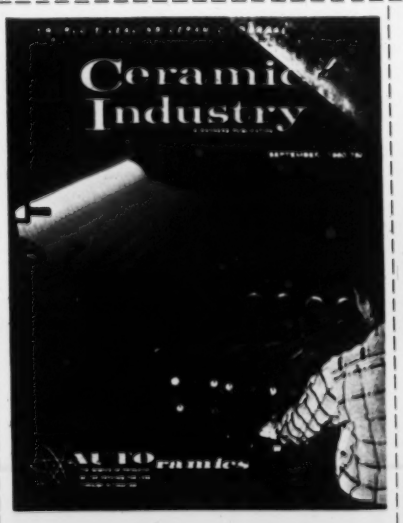


ONE OF AMERICA'S GREAT MERCHANDISING PUBLICATIONS

Stores that MOVE hardware see page 96

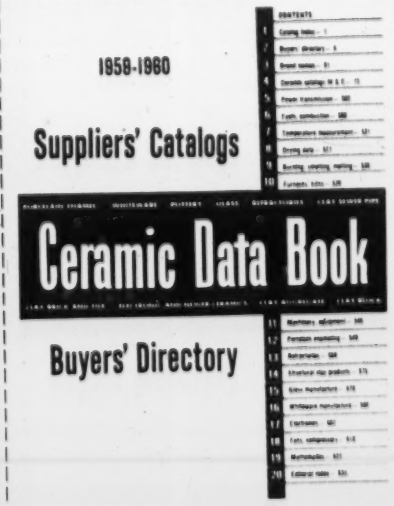
10 Ways to upgrade a sale see page 118

*Ask for your copy of
"A Chance to Grow."
It may benefit your own business.

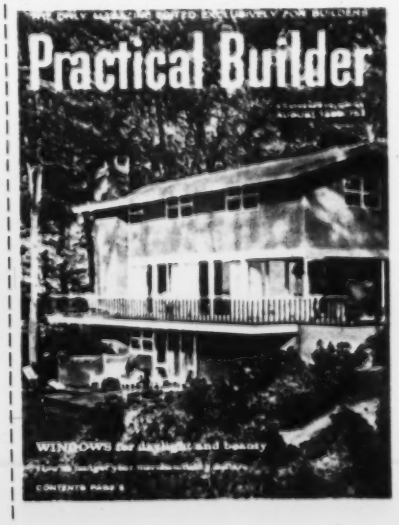


1958-1960

Suppliers' Catalogs



Buyers' Directory

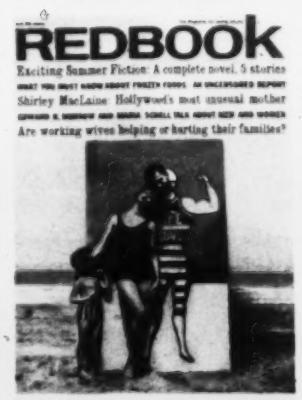


successful business formula: reach the Young Adult Market!

Even if next year's sales plan is still in the infant stage, Redbook has a success formula for you. Sell Young Adults – the people responsible for Redbook's lusty circulation growth.

What's in it for you? The most. Whatever you're selling, young and growing families buy more of it. More cars and clothes. More food and furniture. More household equipment and health aids. More of everything.

The place to reach those vital Young Adult families is in Redbook. Redbook reaches a greater concentration of the 18-34 age group than any other magazine of equal or greater circulation. Here's part of the story:


REDBOOK
Exciting Summer Fiction: A complete novel, 5 stories
Shirley MacLaine: Hollywood's most unusual mother
Are working wives helping or hurting their families?

% WOMEN READERS, AGE 18-34			
Redbook	American Home	Good Housekeeping	Woman's Day
47.3%	31.8%	33.4%	33.3%

% MARRIED WITHIN LAST FIVE YEARS			
Redbook	American Home	Good Housekeeping	Woman's Day
17.7%	8.6%	11.9%	11.3%

NO. OF CHILDREN UNDER 5 (per 100 hslds.)			
Redbook	American Home	Good Housekeeping	Woman's Day
46	39	38	41

GAINS IN CIRC. BASE (5 YRS.)			
Redbook	American Home	Good Housekeeping	Woman's Day
+ 56.8%	+ 20.0%	+ 42.4%	+ 48.1%

Redbook's formula nourishes both growth and selectivity. Do advertisers recognize the fact? They do. Redbook's display advertising linage bounces higher every year. It's already up 11.7% in the first six months.

Try the Redbook formula in your selling program – as 69 new advertisers have so far in '61.

Redbook, the Magazine for Young Adults
Circulation base–3,450,000
Another exciting publication of the McCall Corporation,
230 Park Ave., New York 17, N. Y.–and Chicago,
Los Angeles, San Francisco, Boston.

Advertising Age

Feature Section

Bedell Shudders at Shutter Ad

Gas Station Needs to Refuel—Weiss

Peugeot Rivals VW—Creative Man

Tyler Picks Ten Standouts

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

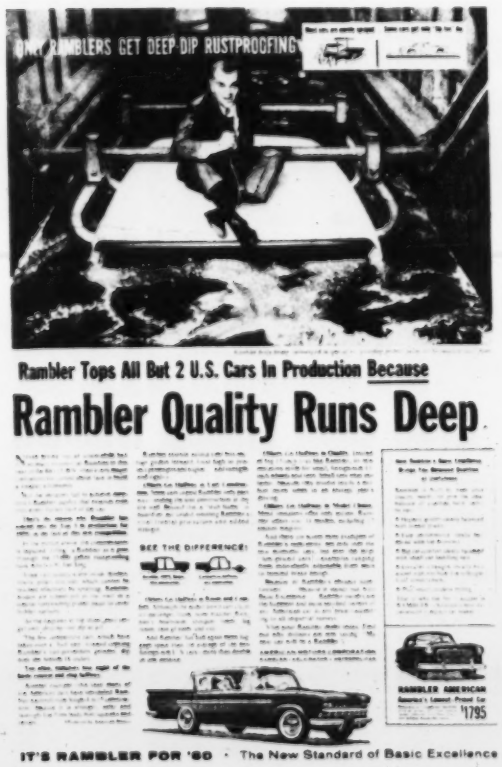
THE NATIONAL NEWSPAPER OF MARKETING

Tired Blood, Saddlesoap and Cliches . . .

Creative Man's Victims Strike Back! Copywriters Rally in Defense of Ads That Got Panned

Copywriters got a chance to talk back to AA's Creative Man in a recent exhibit in the copy department of Batten, Barton, Durstine & Osborn, New York. The idea was Copywriter Dave Baker's, who decided a country-wide rebuttal—a kind of copywriters' catharsis—would be a good way to decorate the department's bulletin board. He wrote to 22 copywriters whose ads had been through the Creative Man's typewriter, inviting them to strike back. Herewith are 11 answers he received, along with the CM critiques that provoked them. Mr. Baker's ads have never graced the CM's Corner, he points out, so the project was not one of personal vengeance.

1. The Ad . . . ▼


ONLY RAMBLERS GET DEEP DIP RUSTPROOFING
Rambler Tops All But 2 U.S. Cars In Production Because
Rambler Quality Runs Deep
SEE THE DIFFERENCE!
RAMBLER AMERICAN
$1795
IT'S RAMBLER FOR '60 · The New Standard of Basic Excellence

2. The Critique . . . ▼

Rambler Rumble

We enjoy and respect such expository copy as appears in this particular Rambler ad. It is highly factual and tells you in detail of the many advantages to be found in Rambler—rust-proofing over most of the body, 100% single unit construction, 15-inch tires that wear longer than 13-inch "foreign size" tires, half again more luggage space, and so on.

Rambler needs such selling, we believe, because it does not have behind it the magic—and we use the word for its basic meaning—of the General Motors or Ford or Chrysler image. Over the years, one has heard so much about the benefits of mass production that he finds it difficult to believe that a small, independent motor car manufacturer could posssibly pack as much value into his car as one of the Big Three.

We wish the layout had about it a little more feeling of quality than it has. The buckeye appearance, we're afraid, emphasizes the very thing Rambler should be eager to de-emphasize: It *looks* like a small company shouting to make itself heard.

Rambler (we really mean Romney) showed such foresight in pioneering the so-called compact car, we believe it deserves not to be swallowed up. Considering the head start it's had, its production facilities must equal or exceed those behind Corvair, Falcon and Valiant. We loathe ads that show The Factory, but maybe this is what Rambler needs most at the moment.

We've driven the Rambler. We like it. As we probably have conveyed, we're all for it. =

3. The Reply ▼

This advertisement ran more than one year ago. Even today we are very proud of the results it obtained. We make a very thorough penetration study of all our advertisements. The ad broke the bank on every category tested.

74% of the issue readers contacted remembered seeing this advertisement and 65.5% could play back one or more copy points. We also asked these respondents a question about buying consideration. 64.9% of the readers of this ad said they would "seriously consider" or "might consider" buying Rambler.

The esteemed Ad Age critic was very laudatory in his remarks about the copy in this advertisement. His only criticism was—"We wish the layout had about it a little more feeling of quality than it has. The buckeye appearance, we're afraid, emphasizes the very thing Rambler should be eager to de-emphasize: It looks like a small company shouting to make itself heard."

Let me rebut this statement very emphatically. We feel the main illustration was a very dramatic news photo showing the well-known news commentator, Frank Blair, riding the roof of a Rambler as it goes through the Deep-Dip rust-proofing bath. Here is a quick, dramatic method of telling the Rambler quality story that will be remembered. Moreover, the copy message is presented in a straightforward news-type manner that received exceptional readership and remembrance ratings.

What's more, that "small company shouting to make itself heard" has very definitely been heard—as Rambler sales prove. What more can we ask?

E. J. Corbett Jr., Vice-President & Creative Director
Geyer, Morey, Madden & Ballard, New York

1. The Ad . . . ▼ 2. The Critique . . . ▼ 3. The Reply ▼

Amazing new formula Mum
LETS YOUR SKIN "BREATHE"
It's the only leading deodorant that stops odor without "stopping up" pores
MUM

Tired Blood

This ad for Mum is a prime example of the use in advertising of words long worn to a frazzle and no longer fresh or communicative or memorable.

"Amazing new formula," for example. Where have we heard *that* before—and how many times? Or "leading medical authorities." Or "works in a different way."

Care to savor a few more? "All other leading deodorants." Ever come across that one? How about this: "doesn't let you down." Or "more natural protection." Or "works gently . . . much more effectively." Or "safe for normal skin."

So tired, this language. So soporific in use. Is there no sharper way to talk about an improved product? The language seems to affect the thinking, too. We are never told who the leading medical authorities are—or why the new formula is so amazing. Nor are we informed how "all other leading deodorants interfere with the natural 'breathing out' process" nor if this is bad and, if so, what it might do to us and why we should avoid it.

It is quite possible that, if the writer or writers sought to use fresher, apter words they might have been led to develop a much more informative and compelling story than they have. This is advertising at its advertisingest. #

"Tired Blood," says the Creative Man. "One of the most effective Mum ads we've ever run," says the client, as sales swing up—and stay there.

"Where have we heard 'amazing new formula' before?" asks the Creative Man. Probably in a long list of mail order ads, where it continues to increase results.

Which "leading medical authorities?" The Creative Man may expect us to name names—but we think the average woman couldn't care less.

How do "all other leading deodorants interfere with the natural 'breathing out' process?" We said by stopping up the pores. Why don't we say this is bad? Ask a few women whether they think this is good or bad! They feel instinctively it's bad.

What else did the Creative Man uncover in the small print? "So safe for normal skin." Non-fresh, perhaps—but terribly important to legal and medical!

But why, in this welter of petty criticisms, ignore the main claim? Why take pokes at body-copy phrases, and ignore completely the main headline on which the ad largely stands or falls?

Is there an ounce of tired blood in the promised benefit—LETS YOUR SKIN "BREATHE"?

What do you think?

Rita Nachem, Copy Supervisor
Doherty, Clifford, Steers & Shenfield, New York

The 'Quality' Cliche

We recommend that the copy in this recent advertisement for Wild Turkey bourbon, be cast in bronze.

Once cast in bronze, it should be transported about 12 miles to seaward and then dropped. For in every sentence, every phrase, this is the epitome of the quality cliché.

Unfortunately, what we suggest would probably be a waste of good bronze. For sooner or later, an account would be in jeopardy and a desperate copywriter would rewrite this same deathless prose to save the account by salving the vanity of the client. Or the client himself, in the middle of the night, in the solid conviction he knows more about his product than any Madison Ave. agency man, would see this same copy on his bedroom ceiling and dictate it to his secretary first thing in the morning—confident, as the sonorous lines fell from his lips, that his prose, like that of Elbert Hubbard, would some day collect dust on a library shelf. #

I feel that Advertising Age is doing a disservice to advertising by fouling their own nest with off-hand criticism.

The Wild Turkey advertisement has been running for the past ten years without changing a word of the copy. If advertising effectiveness is measured by sales, both the client and the agency are delighted with this piece of copy. It has done a good job over the years.

The prestige of Wild Turkey is unquestionable. By and large, it has been the highest priced domestic whisky for the past decade, averaging about $8.75 a fifth. At least one boat has been named after it and several poems written about it.

As a consumer, I know of no way of measuring the degree of quality of a whisky. I do know that price, packaging, and advertising do affect the consumer's appreciation.

Any attempt to defend the copy word by word reminds me of the critic who reworded Lincoln's Gettysburg Address in "simpler" form.

Charles Mosler
Alfred Lilly Co., New York

Saddle Soap, Please

We are curious why so much fuss has been raised about the mob of cowboys on tv and nobody, but nobody has questioned their intrusion into print advertising—as authorities on cigarets, bourbon and automobiles.

There are probably few callings in which the demands on the intellect are less than in cow-handling. In fact, the particular cowhands we have met have excited our interest chiefly because of their resemblance, intellectually, to the animals they husband. Their chief difference has been in the obvious pleasure they derive from personal ornamentation. Few people we know will pay more for a silk shirt or custom-made boots.

There is no doubt that they are an outstanding symbol of masculinity—at its worst and in its lowest form. Not only in the desire for personal ornamentation, preening, drinking and brawling, but in regarding females largely in the herd.

If this particular cowhand were genuine, he would smell of horses, dung and sweaty saddle leather. He would be content to live in such miserable surroundings as would hardly qualify him as an authority on genuine enjoyment. And certainly his indiscriminate habits would disqualify him completely as a model of discrimination and good taste.

We have no argument with the cowhand's way of life. But we wonder how civilized advertising men can parade him before us as someone whose habits are worthy of copying. #

I would like very much to be of some help to you in preparing your "rebuttal exhibit." However—

It seems to me that rebutting these great critics only perpetuates their slight excuse for existence. Of course, to be editorially interesting they have to be controversial. If they loved everything there would be even less reason to publish their thoughts.

So, as a general practice, we build our ads, run them, judge how good they have been on the basis of what happens to our clients' sales, and that's it.

Right at the moment, Marlboro sales are soaring. That's the best rebuttal we have for this joker.

I am completely in sympathy with your exhibit and hope that enough other people are hot enough under the collar to give you some good material. I just believe in saving my strength for the important battles.

John E. Matthews, Vice-President & Manager, Copy Department, Leo Burnett Co., Chicago

What Good Housekeeping's 50¢ newsstand price means to advertising professionals

Advertising men who are responsible for judicious use of advertising funds have been quick to recognize the significance of Good Housekeeping's announcement to raise its newsstand price to 50¢ in October. These men, and many other dedicated advertising professionals, value the marketing advantages Good Housekeeping provides with the sharpest audience selectivity, lowest cost per thousand, more continuity and impact than any magazine in the woman's service field.

"... I, for one, welcome your announcement of the 50¢ cover price. Good Housekeeping has been a leader in editorial quality and should command a higher price on the part of the consumer. This must certainly be considered a move from strength on your part."

Richard S. Bean
Vice President, Director of Media
Warwick & Legler, Inc.

"It is an unfortunate rarity these days where a publisher does not take the easy way out and pass increased costs on to the advertiser. You have my admiration and respect."

Howard W. Chalk
Executive Vice President
Altman-Stoller Advertising, Inc.

"I thought you might be interested in my reaction to your recent announcement to raise the newsstand price of Good Housekeeping to 50¢.

"First may I say that clients are certainly in favor of any move that tends to have the readers share some of today's increased costs.

"Secondly, I personally feel this is a very sound move which should certainly enhance the quality aspect of your audience."

Leslie D. Farnath
Vice President in Charge of Media Department
N. W. Ayer & Son Inc.

"Had read about your increased price and feel that your action is a promising one for advertisers. The increased rate for magazine space is a frightening thing, particularly for small advertisers like ourselves. We view the continuing round of rate increases with dismay and trust that your action here will extend to other segments of the publishing industry."

Robert D. Henklein
National Sales Manager
McIlhenny Company,
Manufacturers of "Tabasco"

"I have read with great interest your advertisements in the press. Your magazine and its philosophy of doing business are indeed unique in your field and I admire your determination and enthusiasm in firmly stating the why's and wherefore's of your position."

Kennard G. Keen, Jr.
President
Arndt, Preston, Chapin, Lamb & Keen, Inc.

"We and our clients have become increasingly concerned about rising costs and heavily promoted circulation advances. We are glad to see some indication of stability in advertising costs, and are particularly delighted that someone expects the consumer to pay a realistic cost for a fine product. Reaction from our clients has been quite vocal, and is entirely in your favor."

Thomas A. Wright, Jr.
Vice President—Media
Leo Burnett Company, Inc.

"We wholeheartedly endorse the policy you have set for the publication which calls for a reasonable cover price in line with the value offered to readers, a sensible pattern of growth and development for circulation, and a careful regard for the suitability of Good Housekeeping as an advertising vehicle."

Herbert Zeltner
Vice President and Media Director
Lennen & Newell, Inc.

Good Housekeeping

Magazine and Institute/A Hearst Magazine

Guaranteed by Good Housekeeping

1. The Ad... ▼ 2. The Critique... ▼

Writers Arise!

You say to yourself, all too many times, "How can I arrive at an ad that will be unique? How can I give it a character that will be unlike the character of any other ad in its particular field?"

So you wind up with an ad like this one for Japan Air Lines. It is definitely different from the advertising of any other air lines. But, when you

study it, when you read it and try, as sensitively as you can, to determine what it does to you, you find yourself left with the feeling that it is different, all right, but beyond that it is pretty neuter. The illustration tells you more about Japan than it does about Japan Air Lines and the copy tries very hard to tell you things that might more clearly have been conveyed with an illustration of the product, not the destination.

We wonder at what point the unconscious interiors of copywriters are going to revolt against trying to do in words what has not been done in product substance. It may well be the point at which a decent respect for craftsmanship suddenly outweighs the ego—that wants to shine and take a bow and be given credit for a job that means more to the client than the unknown and unnumbered readers who are left enormously unmoved by it.

When that revolt takes place, advertising will explosively take off from its present dull level of mediocrity. =

3. The Reply ▼

The criticism of this magazine ad for Japan Air Lines has a certain literal force. But I think our Creative Man has taken it all too literally. To start with, he acknowledges a certain right to be different. I'm not quite sure if he really believes this. There seem to be several unspoken qualifications hanging there. But let's assume he does accord creative people the right to attempt to say things in a slightly different, perhaps more provocative, way. Then it would seem, he feels that the desire to be different has smothered whatever it is Japan Air Lines has to say or sell. "The illustration tells you more about Japan than it does Japan Air Lines"—"the copy tries very hard to tell you things that might more clearly have been conveyed with an illustration of the product, not the destination."

The idea of this campaign was to promote some point of difference between JAL's jets and everybody else's. It was agreed this point of difference was the peculiarly Japanese interiors of the new planes. The great advantages of jet flight could not be ignored but to a large extent could be presumed understood by potential trans-Pacific travelers. The theme of the whole jet introductory campaign, "The calm beauty of Japan at almost the speed of sound" attempted to combine these two ideas in one phrase. Their incongruous juxtaposition in this one phrase has always seemed to me to be quite felicitous. However, that is not one of the points at issue.

Having decided this is what you want to convey, how do you set about doing so? We could, as is suggested, have taken pictures of people inside the plane, doing those not very unusual things people are depicted as doing inside planes. We could then have pointed out that there did happen to be around these happy people some odd fabrics and things that had a Japanese inspiration. This is the literal way of tackling the problem.

The unliteral way, which seemed to be more exciting, was to deal in symbols rather than actuality, in the inspiration rather than the derivation. People and an airplane seat say airplane. The pine-boughs themselves rather than the pine-bough pattern on the fabrics seemed likely to create the more persuasive visual mood. And this all appeared to be a nice visual extension of the incongruity of the headline. When we produced the ads we found a way to give the illusion of speed to the illustration by "flaring" the edges of the print. So visually, at any rate, we felt we were amplifying the headline.

Now the copy does talk about the inside of the planes. It tries to relate what you might see around you in calmly beautiful Japan, with what you will detect inside the new jets. I agree that if we had shown pictures of the interiors of the planes, we might not have had to be so explicit in the copy. But one can't of course do everything all the time. If it seems good to have one big, exciting picture, then you can't have lots of little pictures crossing every visual "t" and dotting every forlorn "i." We elected to go one route—and stuck with it. But if some people missed what we were saying and did not understand this feeling of Japan to be what you'd sense around you when you're actually in the air, if these people just thought here's a nice picture of Japan, I'd like to go there one day, even then the ad would not be a complete failure. Japan is still the principal destination of Japan Air Lines. And they probably ferry more people there by air than any other carrier.

When I get to the latter part of the Creative Man's criticism, I feel a little lost. I'm not sure I quite understand what he's saying. The sentence beginning "We wonder . . ." seems to imply that writers should refuse to do in words what the manufacturer has neglected to do in his product. In other words, we mustn't make out things to be any better than they really are. I suppose this might be something for the individual conscience. But can't we just present the good things in a pleasant way? I believe, in a way, in a collective industry conscience but I'm not sure that that would be best served by saying "These are pretty tatty old planes. Why don't you go by ship?"

Peter L. Day, Vice-President & Copy Director
Botsford, Constantine & Gardner, San Francisco

1. The Ad... ▼ 2. The Critique... ▼ 3. The Reply ▼

Too Much, Too Soon?

Look at all the things that will happen on a single evening at Lincoln Center!

We've been following the handsome and highly interesting series of ads for New York's projected Lincoln Center for the Performing Arts. The ads have been appearing in full-page size in the New York papers—at least we've noticed them in the *Times*.

They occupy you with all the wonderful entertainment the new Lincoln Center will provide for you—opera, the symphony, ballet, a reportory theater, a chamber music and recital hall and a library-museum, in addition to advanced training in all the performing arts offered to all and sundry, regardless of race or religion.

Ably presented and well illustrated, we've been drooling over the prospects of hieing ourselves to the big city to take in this remarkable new pleasure dome—decreed, as best we can determine (and certainly not from this ad) by the Brothers Rockefeller. We were brought up sharp, however, by the second line of the subhead, which tells us the Center "is scheduled to be completed by 1964."

We may not even be around then, and, if we are, we strongly doubt we'll remember this series of ads, despite its fineness. Has a slight touch to it of the recent epidemic of Florida real estate ads which present country club estates as gleaming realities when, as folks who have been to Florida tell us, the reality is that they are still largely just gleams in the promoter's eye. Insofar as advance publicity is concerned, isn't this just a little *too* much in advance? =

The print advertisements for Lincoln Center were part of an advertising and publicity campaign known as the Lincoln Center Public Participation Program.

An important purpose of the program was to help raise funds for building Lincoln Center by making the center better known to the people of New York. At the request of the fund-raisers, the first six ads contained no appeal for contributions.

In July, 1959, before the program began, a Pulse survey showed that only 25% of the adult population of Metropolitan New York had heard of Lincoln Center. One year later, at the conclusion of the program, another Pulse survey revealed that 67% of the adult population had heard of Lincoln Center. It is interesting to note that this is the same percentage as have heard of the pyramids.

This particular advertisement happens to be the work of Ogilvy, Benson & Mather. Other advertisements in the series were largely the work of Young & Rubicam. Television and radio spots for Lincoln Center were produced by BBDO and Benton & Bowles.

Joel Raphaelson
Ogilvy, Benson & Mather, New York

WHO BUYS FACIAL CREAM IN HOUSTON?

HOUSTON POST PROFILE RESEARCH

PRODUCT: Facial Cream TOTAL HOUSEHOLDS: 517,900
USER HOUSEHOLDS: 70.3% (364,114)

CHARACTERISTIC	FACIAL CREAM USERS	DAILY NEWSPAPER COVERAGE		
		POST	CHRONICLE	PRESS
INCOME				
Less than $3000	45.4%	21%	23%	14%
$3000—$4999	71.3	32	34	19
$5000—$6999	76.2	45	39	22
$7000 or more	86.1	59	47	17
AGE (Head of Household)				
Less than 35	73.2%	37%	36%	14%
35 to 50	76.6	39	34	20
50 or more	60.6	36	37	20
FAMILY SIZE				
1 or 2	65.7%	36%	36%	17%
3 or 4	75.0	41	37	20
5 or more	67.3	35	33	18
OCCUPATION				
White Collar	81.5%	49%	42%	20%
Blue Collar, Skilled	72.4	35	35	22
Unskilled & Farm	61.2	28	27	9
Other	51.7	32	31	17

Sources: Dan E. Clark & Associates Top Ten Brands, March-June, 1960
Sales Management Survey of Buying Power, May 10, 1961

More than 70% of the 517,900 families who make up the Houston market buy facial cream . . . and to folks who sell beauty in the bottle (or jar), that represents a fair flock of femmes.

But numbers alone are only one facet of a marketing story.

The real makeup of a market comes out when you look behind the numbers and find the distinguishing characteristics for a particular product and brand. And that's where HOUSTON POST PROFILE RESEARCH enters the picture.

HOUSTON POST PROFILE RESEARCH tells cosmetic houses that femmes who buy facial cream, for example, tend to have higher incomes, fall into middle and younger age groups, are members of medium size family groups and are supported by a white collar husband.

It also tells cosmetic advertisers that the same characteristics that apply to facial cream users apply to readers of THE HOUSTON POST.

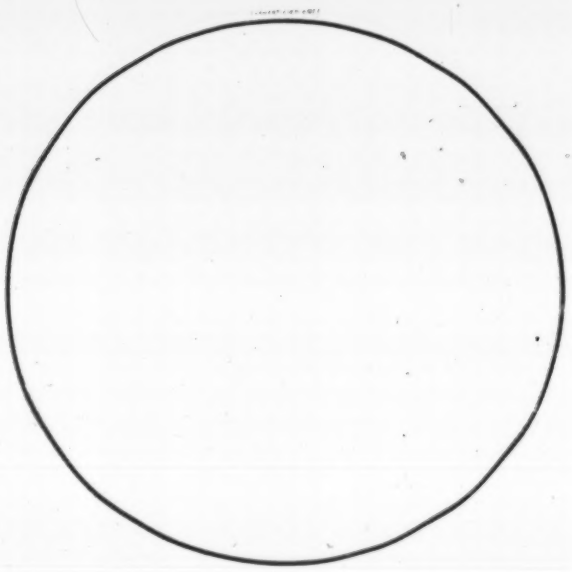
Whether you're selling facial cream or frankfurters, beer or biscuit mix, HOUSTON POST PROFILE RESEARCH can give your Houston marketing more direction. For information about a tailor-made profile of your product or brand, see your Houston Post man or our Moloney, Regan & Schmitt representative.

THE HOUSTON POST

TEXAS' LARGEST NEWSPAPER, DAILY AND SUNDAY

1. The Ad . . . ▼ 2. The Critique . . . ▼ 3. The Reply ▼

The Wrong Draw



How many sections can you cut this circle into with four straight lines?

The first quick answer is, of course, eight. Obvious—but not the whole answer!

Actually you can make as many as 11 sections with just four straight lines. Looking beyond the obvious *often* pays dividends. At Ryerson we've made a science of this—and call it *Metalogics*.

How does Metalogics work for you? It helps you value-analyze any kind of problem in the selection and application of steel, aluminum, plastics, and metal-fabricating machinery. It searches out money-saving and money-making ideas and shows you how to apply them. And then it follows through with day-in-day-out service that also goes "beyond the obvious" in caliber and scope and dependability.

Ask your Ryerson representative to show how you can get the greatest possible value from this unique Ryerson service. He'll be glad to tell you—and you may be very glad you asked. Incidentally, for answer to the sectioned circle see page 110. Joseph T. Ryerson & Son, Inc.—Service Center Plants Coast to Coast.

This is a pretty tough ad to pass by. It reaches out and challenges you. It offers a problem—draw four straight lines through a circle and cut the latter into 11 sections—that you naturally get involved in.

But then?

Well, once you solve it you pass on. You may vaguely remember that the copy, following the presentation of the problem, said something about Metalogics—for "value-analyzing" any problem in the selection and application of steel, aluminum, plastics and fabricating machinery. You may also remember that this is apparently available at a company identifying itself as "Ryerson."

Chances are, however, you won't. This is what is almost always wrong with off-subject devices for getting attention or drawing people into ads. They draw them in for the wrong reasons—not to learn more about what actually is being advertised, not because they are interested in solving a problem much more germane to their business, but a wholly unrelated one which now gets somehow interposed between them and the advertiser.

Such ad as these shape up well. They look good. They even show up well in Starch checks. But do they do the job they're intended to do as well as a direct approach? We doubt it. #

The Wrong Law.

"The Wrong Draw"—Under this headline the Creative Man's Corner commented on a recent Ryerson advertisement.

The critique first enumerates four rather good attributes of any ad—then apparently sets out to prove that these characteristics, while good, are misapplied.

We don't know under which law on advertising this critic made his evaluation—unless it is personal opinion.

However, we do know the law under which the advertisement was conceived—the Law of Effective Advertising. This law binds you to the task of attracting—and impressing—as many readers as you possibly can for the dollars invested.

Our research shows that the direct approach (as suggested in the critique) is one of the most effective approaches in technical publications. This same research indicates that the management audience of Business Week better respond to an indirect presentation of what may well be as much of a technical subject as that appearing in the technical press. Furthermore, these people—by the very nature of their function—are "problem solvers." It is, therefore, a very logical assumption that the expression of your advertising message in these terms can be expected to answer this basic Law of Effective Advertising.

The criticism also refers to the fact that, "they even show up well in Starch checks," but suggesting that referral to such yardsticks would be out of order in a rebuttal. We can only quote them here and let you decide whether they shed any light on the effectiveness of this particular advertisement.

In Business Week this advertisement received cost ratios of 204 on noted, 208 on seen-associated, and 400 on read most. We would especially call your attention to the rating of 208 for seen-associated where the criticism was leveled that, "you may also remember that this is apparently available at a company identifying itself as Ryerson." This "apparent" recognition of the advertiser was accomplished without a dominant logotype—the name only appearing as a signature and woven into the body copy itself.

That read most cost ratio is especially gratifying to those of us who slavishly follow the Law of Effective Advertising. We even permit ourselves a mild palpitation when we look at the cost ratio of the little answer-ad that appeared in the back of the book—1970.

Criticism. Rebuttal. Which is the true evaluation of this advertisement? We haven't had as much experience in the critic field as has the author of the Creative Man's Corner, so perhaps you could say the critic's view should prevail. But we will resort to the luxury of the same summation as the critic . . . WE DOUBT IT!

Jack B. Thomas, Vice-President
Buchen Advertising, Chicago

1. The Ad . . . ▼ 2. The Critique . . . ▼ 3. The Reply ▼

Here's Grist for the Mill

If Vance Packard's new book, "The Waste Makers," goes to a second edition—and we are all too concerned that it will—this GE ad would make superb backing for his central thesis: That American manufacturers are interested primarily in creating the most wasteful possible use of the products they make.

It is completely understandable that GE would urge us to scrap both our headlamps in order to enjoy the improved illumination provided by the new GE lamps. But—*is* this sufficient justification for urging us to discard a still usable lamp? A lamp, undoubtedly when introduced, proclaimed as being the most advanced?

Couldn't an argument have been presented that it would be to a driver's benefit to have the same candlepower in both headlamps? Why must one throw away a still functioning piece of equipment?

Even if Mr. Packard's book had not appeared, we would have resented the suggestion that we squander. GE advertising, by and large, has evidenced so high a degree of interest in the welfare of the consumer, we are honestly shocked at the implications of this message. #

Whoever hides behind the anonymity of The CM has missed the point. I agree that it's a crying shame, if not a sin, to throw away a valuable piece of mechanism that still functions.

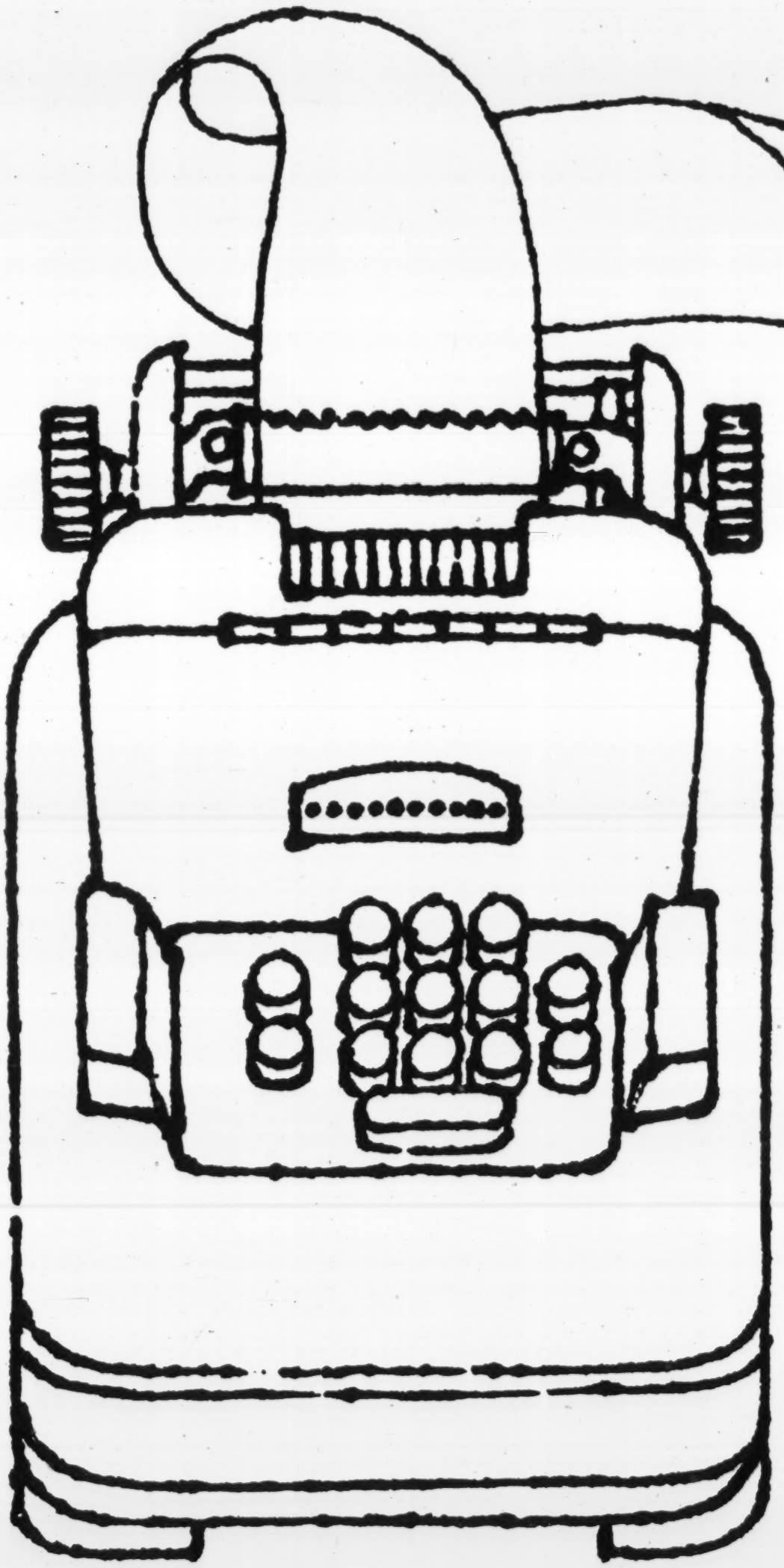
But when it comes to doing anything to put more safety, comfort and ease of driving in this same four-year-old car—particularly when it involves so cheap and disposable an item as a $2.49 all-glass headlamp—I'm sure even Mr. Vance Packard would give three cheers.

Actually, they had to hold me down when I wrote the ad. I had personally thrown away not one but two headlamps that still lit and put on GE Suburbans.

Now I can see past oncoming cars even if they don't dim for me. And when there's no car coming, my lower beam is so good that I usually forget to flick on my bright light.

"No," the client told me. "Too unbelievable."

Carleton H. Davis, Creative Director
Batten, Barton, Durstine & Osborn, Cleveland



PROFIT
RESPONSIBILITY
---
and
your
advertising
agency

The vested interest
of an advertising agency
is in the profits of its clients.

Today those profits are being
squeezed by costs.

No advertising is as costly as
advertising which doesn't work.

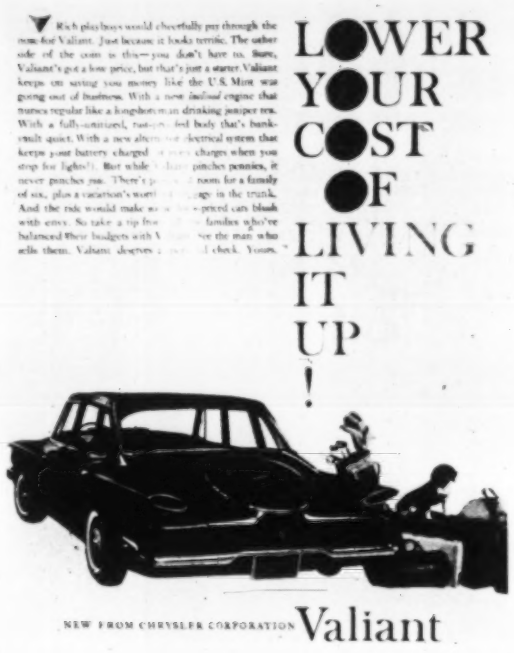
No advertising is as profitable as
that which is persuasive enough to
move even a hesitant prospect.

And the capacity of advertising
to produce a profit depends--
not alone on the dollars invested--
but on the ability of the client to
recognize and encourage the best
work of the best agency he can find.

YOUNG & RUBICAM
advertising

1. The Ad... ▼

Valiant Is Not the Word



2. The Critique... ▼

Valiant may have been the word for Carrie. It may be the word for the Chrysler compact. It is not the word for this four-color *Saturday Evening Post* page. Brash, maybe. Cute, perhaps. Eager, possibly. But not valiant.

Look at that heading, misplaced at the right of the copy, contrary to centuries of established practice in the reading of English. Granting that these are years for ignoring established practices and launching out into the space of originality and freedom, what excuse is there for complicating readership in this fashion?

Pennies in place of O's! Certainly it is an attention device. If you are a disciple of cuteness, it is a cute attention device. It is also a deadly interrupter of thought. Spell it out. "L-penny-W-E-R . . . Y-penny-U-R . . . C-penny-S-T . . . penny-F." We respectfully submit that "LOWER YOUR COST OF LIVING IT UP!" is a good heading, without using any cute device to grasp frantically for attention which would surely be forthcoming without the coins. With the coins, what does the heading say? "LOWER YOUR COST OF LIVING IT UP BY FOUR CENTS"? Can the lowered cost be represented by pennies? And why are the first four words solid black, while the other three are toned down?

Having gone to the wrong-side heading, let's go back to the wrong-side copy. "Rich playboys would cheerfully pay through the nose for Valiant. Just because it looks terrific."

In the first place, the statement is not believable. Rich playboys usually know automobiles. It's one of the first requirements for being a rich playboy. In the second place, why mess around with syntax to make a sentence out of a phrase which should be set off by a comma?

But for outright imposition on any reader who respects the English language, consider "Valiant keeps on saving you money like the U. S. Mint was going out of business." People have grumbled at Winston's "like a cigaret should"—but this is a far worse thing than Winston has ever done. And how does a longshoreman drink juniper tea? What *is* juniper tea?

Somebody must have loved the pennies, and the quasi-slang, and the transposed layout. But, as long as it is presumably addressed to English-speaking people, couldn't it have been written with a decent respect for their language? =

3. The Reply... ▼

The Creative Man allowed as how our "Lower your cost of living it up" ad for Valiant was brash, cute and eager. He was quite right.

We did not write the copy as an exercise in pedantic stuffiness. We wrote it to be interesting and informative. We wrote it the way people talk. We wrote it without regard for syntax, being more concerned with whether the message came through. It did.

The Creative Man wondered about juniper tea. It is an old-fashioned medicinal brew made with oil of juniper and hot water. It makes you perspire. It does not taste good. A longshoreman would drink it slowly and reluctantly. That's the way a Valiant consumes gasoline, slowly. And that's the way we chose to say it.

In singling out our use of pennies in the headline, the Creative Man didn't have the whole picture. Sure, they were substituted for O's to get more attention. And what's wrong with that? But this advertisement and its headline were just part of a major promotion in which pennies played a very big part. However, I suppose there are a few idiots who read the headline the way he did: "L-Penny-W-E-R" and so forth. And, I guess we lost them.

As for the layout, we put the headline on the right of the copy block for a good reason. We felt like putting it there. Screening part of the headline was another whim of ours. We thought it looked better that way.

We're glad the Creative Man is an authority on rich playboys. We must not know much about them. We thought that a man with unlimited time and money would be more interested in other things, like booze and women. But maybe we're wrong.

Apparently the Creative Man was alone in his stand against our advertisement. Quite a few letters in subsequent issues of Advertising Age defended us vigorously and branded him a blithering idiot. We're inclined to agree.

Art Henderson
N. W. Ayer & Son, Detroit

In Quotes It's Okay

"These trails would shake the cab off an ordinary truck...but not our Chevy"
WORTH MORE BECAUSE THEY WORK MORE! CHEVROLET STURDI-BILT TRUCKS
Trade now during your local authorized Chevrolet dealer's Truck Value Roundup!

It is easy to be considered captious in advertising—largely, we imagine, because the line has never clearly been drawn between freedom of expression and license. Moreover, we imagine also that advertisers themselves, and agency people, lean to the easy philosophy that a little gilding of the lily, so long as the gilt isn't swabbed on a quarter inch thick, is wholly permissible.

There is also, of course, the legal out. Get somebody else to say it, quote him and you're safe. Now a third party endorsement is by and large a good thing, because generally the third party is aloof from the venal responsibility of making the sale. But not always.

The third party in this Chevrolet ad no doubt got a stipend for what he agreed to say about Chevy trucks. If he didn't get actual cash, this was undoubtedly because he got enough ego satisfaction not to ask for anything so soiled as money. Nevertheless, let us examine what he, in one way or another, has been induced to say and sign: "These trails would shake the cab off an ordinary truck . . . but *not our Chevy*."

Defend this as straight conversation. The way an ordinary person might talk. Tell us it's been put in quotes. But meanwhile disclose to us why it's been used in the first place. Obviously to imply that Ford trucks or Dodge trucks would lose (or come close to losing) a cab under similar circumstances. Tell us what would happen if it were a direct quote of the manufacturer—and why *he* can't be forgiven a little enthusiastic overstatement? #

The Creative Man . . . having planted the knife neatly between our shoulder blades, gave it a twist by adding: "The endorser in this Chevrolet ad no doubt got a stipend for what he agreed to say about Chevy trucks."

Well, AA's Creative Man was right. We paid the customary one dollar bill for a legal release. But if the ad was too good to be true —listen to the endorser's verbatim comments:

"This is the best truck we've ever owned, and we've tried them all. She's a real horse, both in the woods and on the highway. Pulpwood trucks will catch more hell than any truck you've ever seen, but this Chevy is built to take it. The cab is tight and well built, the truck brakes just like an automobile and we are getting extra good tire wear.

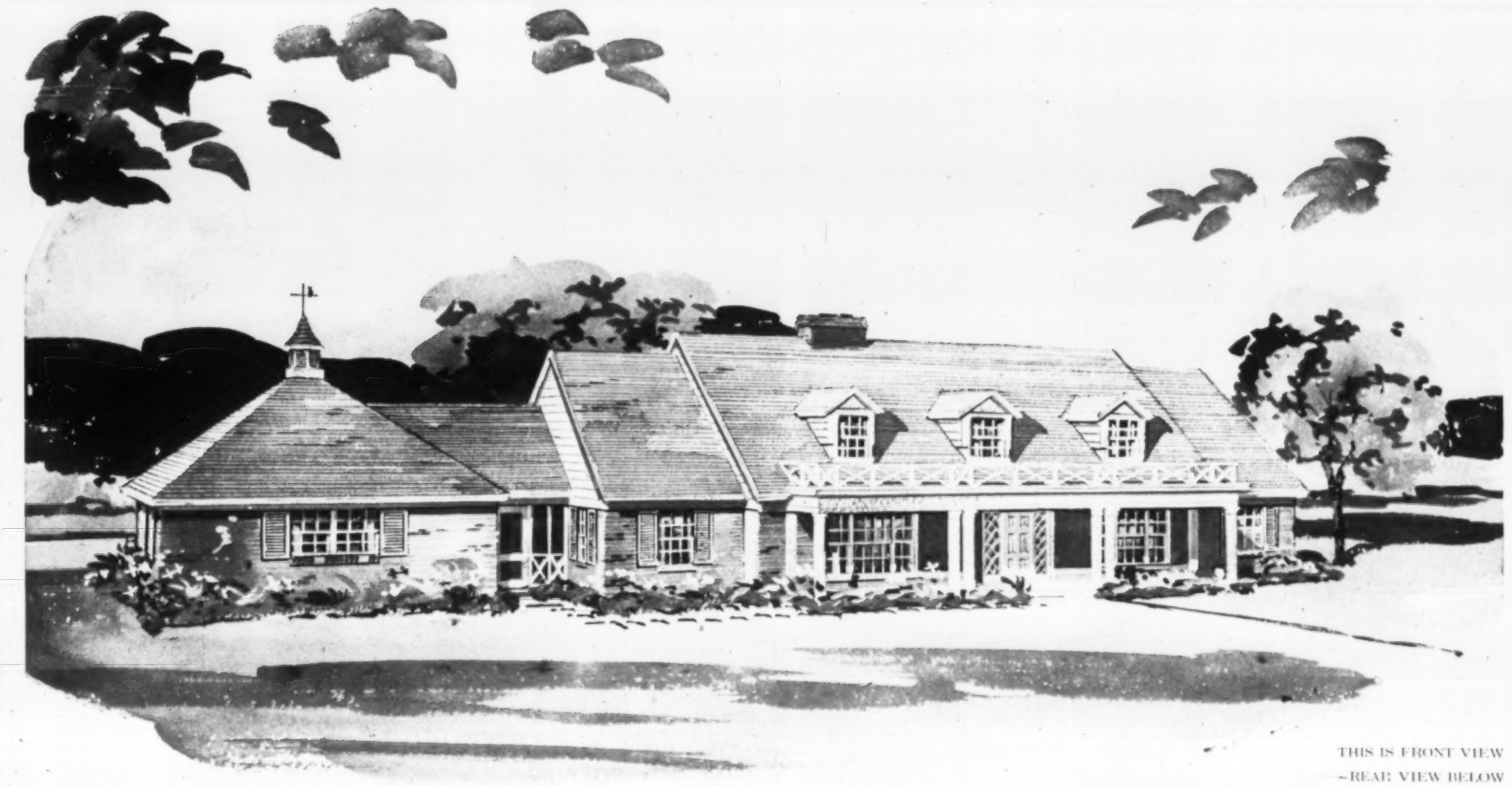
"Chevies are a lot easier to keep the wheels in balance and alignments and we've had no trouble with this in spite of the rough going. We hit stumps and potholes you'd think would tear a truck to pieces but it doesn't hurt our Chevy. In fact, I've noticed that about ⅔ of the trucks in this area used for pulpwood hauling are Chevrolet. We get very good gas mileage—14-8/10 MPG on a rough trip, and this includes time in the woods loading with the engine running.

"In the low country down here it gets real rough when it rains. Potholes become a problem and some of them wash out pretty deep. When we hit them with the Chevy the front suspension keeps the truck level . . . it doesn't tip and tilt and throw the load to one side like the others. It rides real nice, too. I'd say that the stoutness of the cab, the engine's lugging power, and the way the suspension handles the load are its most outstanding features.

"As far as I'm concerned, it's the only truck for this kind of work. No other truck I know of would take the beating our Chevies do and still perform day in, day out. I frankly don't see how the truck holds together, but it does. Durability is important in this business. You can always replace an engine but when the cab, frame and sheet metal go, you have to buy a new truck. Chevies are built to hold together longer."

That's actually what was said.

Kensinger Jones, Creative Director
Campbell-Ewald Co., Detroit



THIS IS FRONT VIEW
—REAR VIEW BELOW

Progressive Farmer subscribers plan to spend $5½ MILLION for this farm home

The Progressive Farmer subscriber-families in the 16 Southern states are in a building and buying mood. When this $45,000 home was featured in the February issue of the South's leading magazine, 123 families ordered blue prints and specifications at $15 per set. This amounts to a total construction expenditure of $5,535,000.

But this is only part of the story. Last year, The Progressive Farmer sold more than 1,000 sets of blue prints at $15 each. And, since 1956, The Progressive Farmer has sold more than 40,000 house plans books, containing illustrations of homes and floor plans.

This big demand for plans for new farm homes has a double meaning. It shows the prosperity of the Southern farm family *and* the pulling power of The Progressive Farmer. The South's estimated farm income from all sources in 1960 was an all-time high of $13½ BILLION. Between 1950 and 1959, the average size of the

Southern farm increased from 148 acres to 217 acres . . . and the average value of land and buildings increased from $8,654 to $22,426.

Farm families who are buying more land and constructing new homes and other farm buildings are good customers for whatever you have to sell. Your direct route to sales in this market is your advertising in the magazine that tells these prosperous families how to farm and how to build – The Progressive Farmer, with 1,411,000 subscribers (more than 5,785,000 readers) in the 16 Southern states.

The South Subscribes to The PROGRESSIVE FARMER

Advertising Offices: BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS • NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

1. The Ad . . . ▼ 2. The Critique . . . ▼ 3. The Reply ▼

Let's Be Realistic

What a pity that dog food advertising is not written by dogs. We just can't bring ourselves to believe that a dog would describe the flavor of the new Pard as "Lickin'-Good." Do *all* dogs drop their g's?

Copywriters in general are expected to use the product they advertise and know the market to which they are writing. Don't clients insist that copywriters on dog food accounts live a dog's life for a couple of weeks? Occupy a dog house? Operate at the end of a leash?

We should think that if a copywriter's wife mixed him some dog food for breakfast every morning—and again for dinner at night—and made him lap it up out of a dish on the floor, without benefit of knife or fork, he might be able to describe its attributes in a fashion much more convincing and realistic than this. And we speak with all the authority of a real old dog.

Wurf! Wurf! Nobody going to take us for a walk? We got a real yen for a fireplug. #

The illogic of the criticism of the Pard ad in The Creative Man's Corner seems so obvious as to need only one sentence.

The ad was not written to appeal to dogs but to people. In spite of all the shaggy dog stories, this copywriter has yet to meet a dog who could read or who goes to the store to buy his own food.

No one but the Creative Man had any trouble "getting" the meaning. Everyone seemed to recognize that a dog's lick is regarded as a sign of his affection and realized the ad was saying "Pard tastes so good your dog will love you when you feed it to him" in a quick, interesting way that evoked an emotional response.

The ad was extensively researched, and has since proved itself in the field.

Frances Kennedy
Dancer-Fitzgerald-Sample, Chicago

Tips for the Production Man . . .

Playful Headlines, and Such

By Kenneth B. Butler

As graphic arts headlines get shorter they get bigger and certainly more playful. Perhaps you had noticed it. In two-color printing of headlines, for example, here are a few refreshing treatments recently clipped for my scrapbook:

Outline type, each letter alternating black and color. Since characters are in different printing forms, letters can be slightly overlapped, providing a pleasingly "tight" and different touch.

Open letters within headlines run in color . . . letters like the cap C, D, L, O, T, U for example . . . provide interesting interior areas for inclusion of brief copy run in black in semi-display sizes such as 12 point or 14 point. Provide integration of sub-head copy with headline—hold the reader longer. Italics are especially pleasing used in this manner.

Surprint of blurb or caption (in black) over complete headline which prints in a medium to light color of ink.

Two-line headlines, first line in black and second line in color . . . "packing" the two lines together ignoring any descenders or ascenders, permitting such to overprint or underprint the adjacent line of type.

Repetition of the short headline: once, twice, or even three times, alternating black with color.

* * *

An illustrated catalog that I have found handy in production work is "How to Pack It," which is issued by Hinde & Dauch, Sandusky, O. The book contains 32 pages principally devoted to illustrations of photos of the many, many sizes and kinds of corrugated box designs which are available as stock items.

Offhand, one would not realize there were so many kinds of convenient shipping cartons. In the advertising office these are handy for trans-shipping of cuts and electros, shipping of envelope stuffers, imprinted dealer stationery, price lists, sales manuals, catalogs, point-of-sale display material and posters, etc.

Boxes of this nature not only offer protection to the material shipped, but they are great time savers, especially in an ad shop where manpower and space do not permit having a fully equipped shipping department.

EASIER WITH COLOR—*When a second color is used, many low cost possibilities are opened up in headline treatment that are either impossible or quite expensive when black only is used. Headline treatments are becoming more animated, as this brief showing demonstrates.*

* * *

The National Paper Trade Assn. has sent me an interesting reprint from a recent issue of the *Journal of Commercial Art*, showing in chart form the relatively low cost of paper to the over-all job cost which prevails in most jobs of printing. A great deal depends on the quantity printed, of course, but the NPTA cited as "typical" a run of 10,000 of a 16-page brochure, two colors, 8½x11", saddle-stitch, with average amount of type and engraving.

Their comparison begins with such cost items as research and copy, going on to include art and preparation, printing and bindery, and mailing and postage. Their example ends with a cost of $5,600 using a cheap 70# stock. "If management knew," the report goes on, "that it would cost only $80 extra to use the finest instead of the cheapest 70# offset stock, few would balk."

The folder suggests that downgrading of the weight of stock used might be preferable to the use of heavier stock in cheaper quality paper. It also draws a similar picture comparison of the relatively moderate extra cost of colored paper.

Address of National Paper Trade Assn. is 220 East 42nd St., New York 20. #

Learning from the Retail Ads . . .

The 'Toss It into the Papers' Ad

By Clyde Bedell

This ad is a small portion, lefthand upper corner, of a large ad for a great store. If you're interested, all you can find out is that you get custom-made shutters, movable, or fixed style, at 15% off regular prices.

These shutters, they say, "will fit beautifully into every decor whether Early American, Traditional, or Modern."

Like so many other retail ads, this is not an ad, but a bulletin. A real ad, as I frequently point out, is a selling "force," hence must carry some effort to induce or persuade.

Quoting a low price is a lazy man's inducement. "I don't know how to sell, so I cut prices." Nothing against a reduced price, if the ad carries some effort at persuasion! But to hang the entire offering on price reduction is to reduce advertising to the language's lower orders of function—that is, to make statements. Language's highest function is to influence action.

This ad could be very substantially improved in its ability to get read and to sell by omitting the "lost" copy at the top. Readership studies prove conclusively that to invert elements of an ad in this way (put them in wrong sequence), loses readership. That same space could have been devoted to great advantage to persuasive copy *below* the headline and price.

Then the ad might be expected to sell to prospects other than the easiest ones to sell, those ready to buy, who need only a 15% nudge.

Shutters can be used in many original ways. They can make old rooms new and new rooms smart. They can control light and provide privacy. They are versatile bringers of interest to windows. They look expensive, and while they are at reduced prices they are bargains, considering their contributions to better living.

The unseasoned ad creator, regardless of age and experience, says: "Why go into all that? People who are prospects for shutters know all those things."

Wise salesmen, on paper or in person, never make the prospect think up the good things, the benefits, the "dreams" of possession. When an ad creator learns that every ad run for response should sell as much as it can as fully as it can, his employer begins to gain dividends from advertising that can be had no other way. #

Exceptional Savings While You Give Every Room In Your Home A Fresh Flavorful New Look
Custom-Made
SHUTTERS
In Your Choice of Movable or Fixed Cabinet Styling
15% off regular prices
Custom-made shutters that will fit beautifully into every decor whether Early American, Traditional or Modern.

"How did he get to be a vice president?"

"The same way all the others in the company did."

"How's that?"

"By keeping up to date on all vital issues in metalworking."

"How do you do that?"

"By reading the IRON AGE."

IRON AGE • a chilton publication • 56th & chestnut streets • philadelphia 39, pa.

On the Merchandising Front . . .

Is the Gas Station Running Out of Gas?

By E. B. Weiss

For no less than six or eight years, I have been predicting that some 50,000 gas stations would eventually emerge as a new type of retail outlet—merchandising a vast array of non-automotive merchandise classifications. And I have pointed out that, since 50,000 drug stores constitute a potent distribution facility for innumerable manufacturers, some 50,000 gas stations selling non-automotive merchandise could also become a powerful outlet for a host of manufacturers.

E. B. Weiss

However, of all the marketing predictions I have made, perhaps none has progressed so slowly as what I consider to be the inevitable march of the gas station toward non-automotive retailing. It was only some eight or nine years ago that I set forth, in these pages, in a series of four articles, one of my wildest predictions—the coming impact of automation (the word, itself, had then just been coined) on the world of marketing. It was in 1954 that I wrote another series of articles in Advertising Age on the then newcomer—the discount house—and predicted an era of the low-margin retailer. I've advanced a score or more similar marketing predictions in these pages—and the fates have sometimes been kind.

But the gas station has stubbornly refused to budge. It has continued to do a poor job with its few automotive lines. And it has resolutely turned the other way when non-automotive products have been suggested.

I think one reason is that giant corporations move slowly. And the gas outlet is obviously the reflected image of the giant oil refineries.

I think a second reason is that the giant oil refineries have been thoroughly convinced that the sale of non-automotive products by the gas station would interfere with the sale of gas and oil.

But during the past year or so, I think, I detect a change in attitude, a change of heart, among the great refineries. (I hope this isn't merely wishful thinking!) For example, in a talk I delivered about a half year ago, before a special petroleum marketing seminar sponsored by New York University for petroleum marketing executives, I advanced in detail my reasoning with respect to the gas station as an outlet for non-automotive merchandise. This time, not only did several petroleum trade papers reprint my comments without damning them, but even hinted a hesitant approval. Moreover, several petroleum marketing executives have written me that the talk has been circulated through their organizations and is being discussed—so at least the topic is no longer "verboten."

I suspect that this change of attitude is being brought about by such circumstances as the following:

1. We are clearly coming into an era in which the cost of gasoline (due in some measure to taxes) will compel us, as it has compelled Europeans, to turn to cars with lower gas consumption. This may mean a flattening out in the sales curve of gas. The sale of non-automotive lines could help counter this trend.

2. We are clearly coming into an era in which gas and oil will be sold by outlets other than the traditional gas stations. Giant retailers today realize they are not offering full service to customers unless they service the customer's car as Sears has been doing for so many years with such extraordinary success. The newer types of discount chains are very active in gas-oil retailing. Even the variety chains are selling oil. Discount chains, department stores, variety chains, food chains are all turning to auto parts and accessories; the department store is currently showing a very strong interest in auto tires. This new competition will compel the gas stations to step up their decadent merchandising of these lines, and to add non-automotive lines in self-defense.

3. The newer autos will require lubrication less and less. Lubrication every 4,000 miles is now the vogue. Next will come one-shot lubrication. Moreover, the American auto owner is being weaned away from the discredited notion that oil should be changed every 1,000 miles. These twin developments will cut deeply into the more profitable phases of the gas station's gas-oil operation.

4. As land and buildings become higher in cost—especially the more desirable traffic locations—the gas station will find it increasingly difficult to cover its costs with its traditional lines and services. The competition for top traffic locations is fierce.

5. There is growing recognition, finally, among the refineries that the auto has revolutionized all retailing—*except the retailing of the gas station!* Incredible—but true. It is even seeping into the awareness of this industry that *car* traffic is now *shopping* traffic—and that more cars, driven by women as well as men, stop at gas stations every day than drive up to any other outlet, including perhaps even the food outlet. No other retailer *so completely wastes* such a remarkable traffic count as does the gas station!

6. The industry is also coming to understand that the shopper who may buy a food or drug item in a gas station, won't necessarily buy that much less gas and oil. It's incredible—but many in the industry think this way.

7. More and more women, in particular, want to have their cars serviced while they are shopping. The gas station, however, says: "You can't shop here—go elsewhere to do your shopping; we will only service your car." Other retailers are very grateful—and they are now showing their gratitude by telling more and more shoppers: "You can shop in our store and have your car serviced while you shop."

8. Credit is now available in most mass retail outlets. Thus, cars can be serviced in these outlets on credit as well as at the gas station.

9. Even the gas station's techniques for serving gas are archaic—how often have you had to wait at a pump for ten minutes and more while a car is being given not only gas and oil, but also having its windshield washed, air put into the tires, etc.? The new retail outlets will show the gas station how to modernize this function.

10. An era of giant chains is coming for the gas station—the question is, will these huge chains be gas station chains selling non-auto products, or non-gas station chains selling gas, oil, auto parts and accessories? The gas stations would do well to bear in mind that Sears has merchandised rings around them on tires, auto accessories and parts and now on gas and oil. All other chains are aping Sears.

11. The various chains are just beginning to develop so-called "service" departments. Gas and oil are logical service departments—so is the servicing of the car as a whole.

12. Some day, a huge non-gas chain will turn to the mechanical servicing of cars. Anyone who has watched how taxi fleets are serviced in large cities has reason to know that car servicing in gas stations for less-than-major repairs tends to be done with archaic inefficiency. Large retailers will eventually capitalize on this opportunity—and where cars are serviced, gas and oil and parts and accessories will also be sold.

■ I presume I could go on—but I hope I have cited a sufficient number of straws in the wind to make it obvious that the gas station will run out of gas if it doesn't come out of its years and years of retail hibernation.

In this connection, I was almost flabbergasted to learn that none other than Esso's Humble subsidiary has been testing food vending machines in six gas stations in Charlotte, N.C. I assume this is just a tiny test—and that from this test to a big program may involve a matter of years. But at least the giant Esso is willing to test vending machines for non-auto products—and that surely is news.

As a matter of fact, it was the vending machine—in the form of the cigaret vendor and the Coca-Cola vendor—that really got the gas station to nibble at non-auto volume. Here and there, in various parts of the country, gas stations have been selling ice cubes, milk, and a few other lines via automatic vendors. Now that the automatic vendor is being freed of its coin-changing restrictions, and now that the automatic vendor will soon be free of climatic problems for perishables—now, in brief, that the age of automatic vending is indeed coming in fast, perhaps the gas station will be shoved off dead center by the electro-mechanical vendor.

Of course, the gas station will have to be engineered and architecturally designed for non-auto merchandising—as well as for gas, oil, parts and accessory merchandising. Within a decade, I think some 50,000 gas stations will look no more like the present-day gas station than the modern food super resembles the old-time corner grocery store. Also, if I didn't want to avoid scaring the gas station, I might add that some day, just as we now ask where is the food in the food store and where are the drugs in the drug outlet, and where are the five-and-dime items in the five-and-dime—so some day maybe we'll be asking where is the gas in the gas station?

But the gas station shouldn't really be scared by that—after all, the food outlet still moves food, and the drug outlet still dispenses prescriptions! #

The Creative Man's Corner . . .

Impact with a Compact

Peugeot, recently, has blossomed forth with some highly imaginative, bold and persuasive advertising. Imaginative insofar as its striking design and challenging approach are concerned. (One ad compared its quality to that found in Rolls-Royce, the Mercedes-Benz and Cadillac.) Bold insofar as its reference to other makes is concerned—without the ridiculous subterfuge of alphabetical nomenclature, Car A, Car B, and so on—or Car R-R, Car M-B, and Car C. And persuasive insofar as its careful presentation of facts goes.

With the advent of the domestic compacts, as well as the continuing excellence of the Volkswagen advertising, we had begun to feel that the knell for most European cars, particularly the small ones, had sounded. With the emergence of the dramatic and compelling advertising for Peugeot, however, we are not so sure that Detroit and Germany will have it all their own way. Peugeot, certainly, should feel a lift—if the car lives up to all the advertising has been saying about it.

We didn't feel the Volkswagen advertising could be equalled. We feel, now, it has been, and are glad to see this. It vindicates our belief in the value of competition. #

THE 707 ✶ ASTROJET*

"ALL THEY EVER SAID IT WAS — AND MORE"

This is the acclaim of experienced air travelers — who have flown in the world's most advanced jetliner, the 707 Astrojet. They've told us the Astrojet provides the most comfortable, most dependable flights now available in daily transcontinental service. And as rapidly as possible, American Airlines is extending this unique jet service throughout the nation.

Powered by revolutionary new fan-jet engines, American Airlines' 707 Astrojet outperforms all other airliners. Once aboard, you notice that the Astrojet takes off quickly and climbs swiftly — you cruise confidently, smoothly, quietly relaxed. Here is extra jet power, assuring better on-time dependability, even finer service to our passengers.

In Jet Age: Stage II, the Astrojet is just one more dramatic reason why American is *first choice of experienced travelers.*

AMERICAN AIRLINES
AMERICA'S LEADING AIRLINE

*Service mark of American Airlines, Inc.

Tyler Picks Ten for June . . .

Don't Create Openings for Critics; Instead, Convert with Honest, Tasteful Messages

By William D. Tyler

What's behind the growing public resentment toward advertising? You hear various moral, spiritual, and economic reasons stated. I don't believe any one of them is at the bottom of this movement. What I believe we are witnessing is an emotional revolt clothed in intellectual trappings. I believe this because people have such difficulty in singling out any advertising they consider reprehensible.

William D. Tyler

The unadorned fact is that advertising is just annoying the hell out of people today with its volume, its intensity, its repetition, and its ubiquitousness. There's precious little we intend to do about those qualities, so we have to look elsewhere to brighten our image. And the place to look, of course, is to the message itself. When an advertisement is the least bit misleading, weasel-worded, or lacking in taste today, it gives our enemies the opening they are so eagerly looking for.

Monks' Bread

Here is a case in point. This is a good ad, in my opinion, worthy of inclusion in the month's "ten best." Yet in its original version, it left the implication with certain people that the advertiser was trying to create the impression that the bread was baked in a monastery instead of Ward's somewhat less than monastic bakeries. It wasn't what was said, it was what was left unsaid. The advertiser now makes it explicit. Bill Abrams' copy: "In a quiet green valley, at the Abbey of the Genessee, an unusual group of men . . . subsist largely upon the bread they bake. Now available to you, baked locally from the same nourishing recipe by Ward Baking Co." Strong layout by Grey's Howard Stabin. So sensitive are our detractors to anything that even remotely suggests deception that we in advertising are going to be called upon to police our own copy more and more rigidly. This may very well blunt the appeal of some campaigns, but if we can restore goodwill and confidence for advertising generally, all campaigns will benefit in selling effectiveness. Enough moralizing. On to more engaging business.

Tanfastic

Like this gatefold from *Playboy*. Through careful study of this fine publication, I have noticed that by what must be pure coincidence, each issue contains a gatefold which, when extended, discloses a young lady wreathed in little more than a becoming smile. Others, too, seem to have noticed this idiosyncrasy of the publisher's, including the makers of Tanfastic. The result is this absorbing advertisement, as appropriate a bit of editorial-matching as has come this way for some time. Displays the product nicely, doesn't she? The idea was William Randall's of the Rolley Co., and the art director under whose loving supervision this was created is Richard Owen of Foote, Cone & Belding's San Francisco office.

Tanfastic

Out of a tranquil monastery...
MONKS' BREAD
ENRICHED BREAD
comes the secret of a most deeply satisfying bread
'Tis a quiet green valley, at the Abbey of the Genesee, an unusual group of men live and work. They eat neither meat, fish nor poultry, but subsist largely upon the bread they bake. This remarkably satisfying food has come to be known as "Monks'" Bread." It is now available to you, baked locally from the same nourishing recipe by Ward Baking Company under special license and supervision of the Abbey of the Genesee. You will find it tastes far different from any other bread. Heartier. Truly satisfying. Look for it in the tall loaf, in White, Rye, Whole Wheat, or Raisin.

Monks' Bread

Ronson Roto-Shine

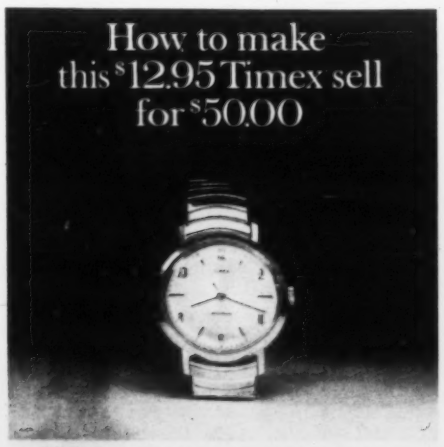
We live in a gilded age. A man who wants to get back to basic realities, however, can still do so. Let us say he wants to start by shining his own shoes. This, we are told, develops character as it saves money. The Ronson people are ready and waiting to serve his noble resolve. Julian Koenig's copy does not, however, recommend using the human hand. "This old-fashioned machine," his copy states, "shines in 4 minutes and is a lot of work." Whereas, "This new Ronson machine shines in 2 minutes and is a lot of fun." Sam Scali was the art director. Since Ronson's character-builder is power-driven and costs $23.50, the ad must thread its way neatly between the somewhat preposterous extravagance of the product and its undeniable gadget appeal. It does so by not taking itself too seriously, yet presenting its case very forthrightly. Papert, Koenig & Lois is the agency.

Timex Watches

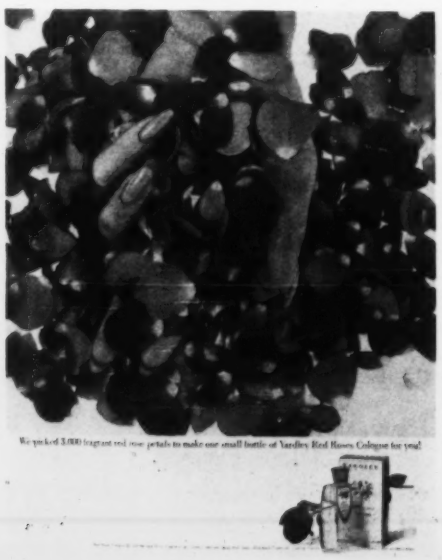
Obviously, the finest thing advertising can do for low-cost Timex watches is to dispel the feeling that they are cheaply made. This is easy to agree with, but difficult to accomplish, since it is the goal of most low-priced products. James Nelson of Warwick & Legler has found a way with the arresting headline: "How to make this $12.95 Timex sell for $50.00." Copy: "Use more parts. They won't add to the performance or dependability. (The more complicated the movement the more fragile it becomes.) Go back to old-fashioned time-consuming handwork. The parts won't be as accurate . . . ups cost too." And so on. Pretty challenging con-

This old-fashioned machine gives your shoes a good shine in 4 minutes and is a lot of work.
This new Ronson machine gives your shoes a terrific shine in 2 minutes and is a lot of fun.
RONSON ROTO-SHINE

Ronson



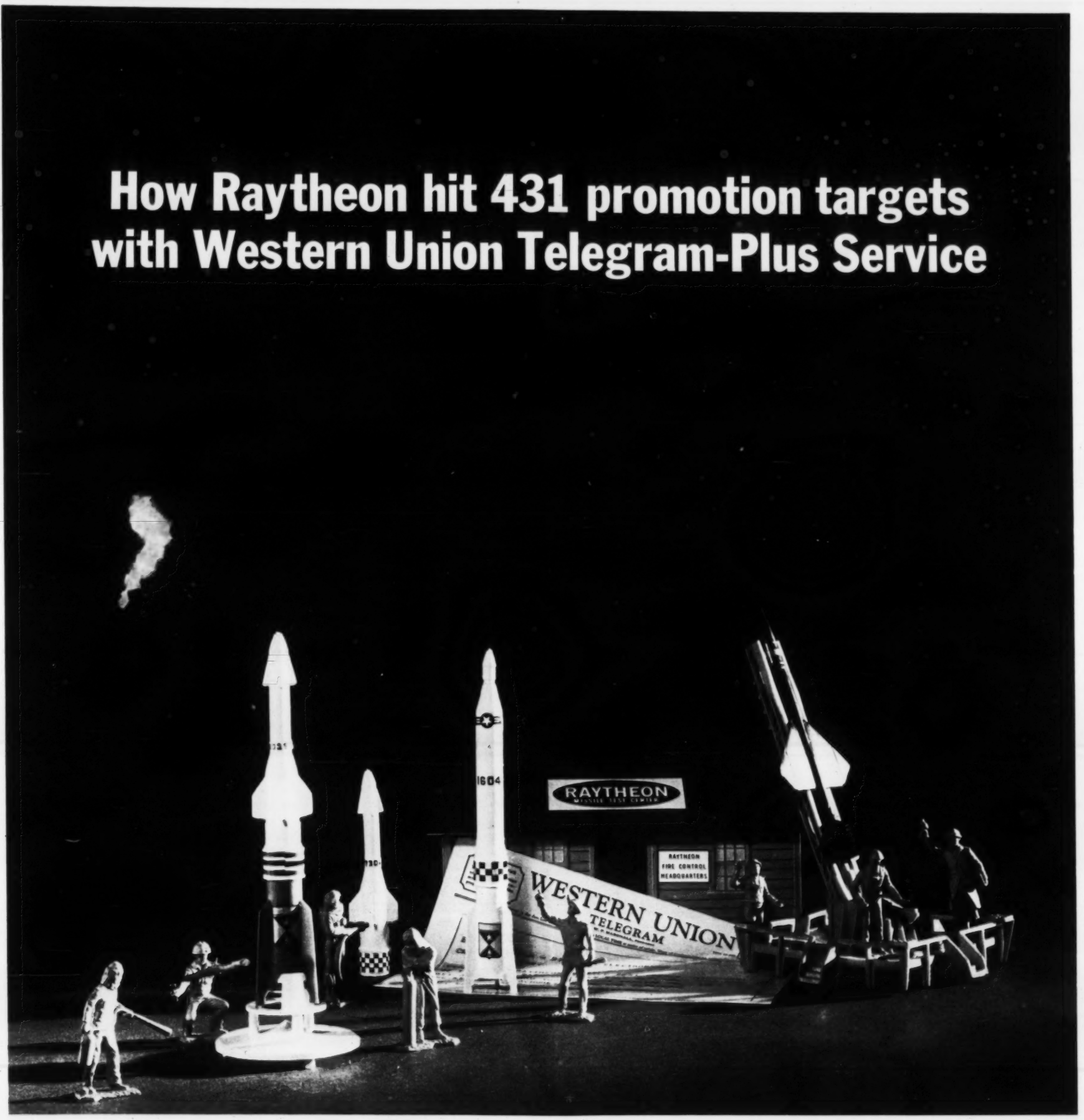
Timex



Yardley

Maytag

How Raytheon hit 431 promotion targets with Western Union Telegram-Plus Service



Raytheon had a hot premium idea . . . a toy Missile Base available to the public through TV-Radio Service Dealer outlets. ■ Simultaneously, all 431 Raytheon distributors were alerted to the promotion with a compelling telegram, a sample Missile Base, and a consumer premium-offer folder—all delivered by Western Union in one package. ■ This was Telegram-Plus in action—and it got the story across in a way no one could ignore! ■ Within weeks, a successful promotion was dramatically in orbit, as thousands of Missile Bases streamed into homes all over America. ■ The uses of Telegram-Plus, as well as other Western Union Special Services, are as unlimited as your imagination. Wire collect today for the provocative facts about Telegram-Plus. Or, simply drop us a line on your letterhead.

Western Union Special Services...for action!

TELEGRAMS-FOR-PROMOTION • OPERATOR 25 • SURVEY SERVICE • AD DISTRIBUTION SERVICE • TELEGRAM-PLUS

CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION
TELEGRAM

SYMBOLS
DL = Day Letter
NL = Night Letter
LT = International Letter Telegram

Special Services Division, Dept. A-4
Western Union Telegraph Co.
60 Hudson Street, New York, N. Y.

COLLECT

Please send me information, without obligation, on Western Union Telegram-Plus Service.

Name_____

Company_____ Title_____

Address_____

City_____ State_____

Scott Paper Co.

Greenwich Golf Course

cept. Hard to pass by, too: Jim Ross was the art director.

Yardley Cologne

Never thought I'd live to see the day when perfume was sold on a factual, ingredient basis. This fine magazine series does just that for Yardley by illustrating the one and only line of copy with great literalness: "We picked 3,000 fragrant red rose petals to make one small bottle of Yardley Red Roses Cologne for you!" Copy couldn't be more product-oriented than that. Yet it makes for beautiful ads and the consumer benefit all but leaps off the page at you. It was Lore Lionel's idea at Doyle Dane Bernbach, with a great big fat assist from art director Bert Steinhauser.

Maytag Washers

The important thing today in the sale of an automatic washer is not gadgets or price or even performance as much as it is assurance of quality. This is the most trouble-prone area of appliances, and the manufacturer who can tell the most convincing dependability story should make the sale, all other things being equal. Maytag recognizes this, as this ad built around an old bridal picture, clearly shows. Its theme: "Both marriage and Maytag still working." True, the 1933 Maytag in question was a wringer job, not an automatic, but John Ward's copy adroitly transfers the Maytag reputation for reliability from one to the other. Burnett's Art Meltzer made the layout.

Scott Paper Co.

There is a new and still relatively uncharted world of advertising that few advertisers understand very well. This is advertising that sells a company, rather than its product. Such advertising is designed to create a favorable climate with the investing public. Scott knows how to address this audience, if last month's spread in the *Wall Street Journal* is any criterion. The ad is literate, thoughtful, mature and impressive. It speaks well for Scott management. It makes of a new polyester foam development an important commercial achievement as it tells of its discovery in almost deprecating tones. "A small miracle of science . . . In another time, we might have called this a major discovery, but not against the vast shattering backdrop of advances in atomic science." Sid Olsen of Thompson was the writer, and Bernie Owett was responsible for the powerful layout. Coincidence or not, Scott stock was up four points at close of market the following day.

Greenwich Golf Course

There's been quite a brouhaha in suburban Greenwich about the matter of a site for the proposed new municipal golf course. The owner of the land decided to take a full page in the local paper—the *Greenwich Time*, natch—to see if he could get the public to exert some pressure and push the measure through. For the illustration, he photographed the golf architect's proposed plan and had it headlined with some provocativeness: "Blueprint for the golf course you'll never have." This was followed by ". . . unless you tell your Town Representative you want it!" Ad was written by none other than Tom Ogdon, a discovery I made when I called the paper for the author. Any fee Tom got will be deducted from his salary at Benton & Bowles.

Western Union

One of the most taken-for-granted products of our modern society is the telegraph blank. Yet few things in our civilization have a greater potential emotional wallop. To capture this paradox in a simple advertisement is quite a trick. Jay Folb, with the help of John Jackson and Bob Povey, have succeeded admirably by putting a peremptory, "Skip it," above the familiar yellow blank. Copy in the wire tells you why you found it impossible to do so. Sort of sums up the essential drama that sets a telegram apart from all other forms of communication. Dan Cromer of Benton & Bowles is responsible for the strong, simple art handling.

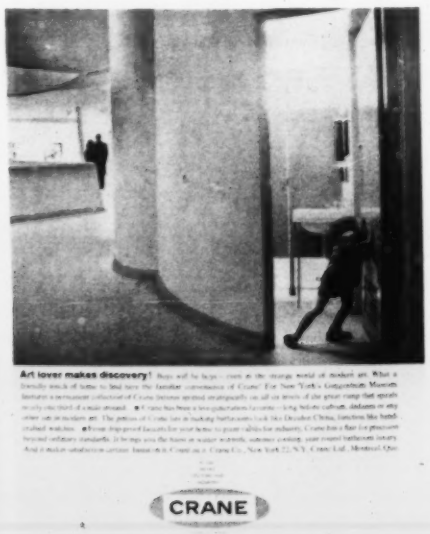
Crane Plumbing

It's pretty hard to work up a classy ad about a men's room, but the Crane people have done just that. They took a picture of a small boy opening the door to one of the johns in the Guggenheim Museum. Jay Poole of D'Arcy titled it, "Art lover makes discovery!" and was off to the races. He wrote some prestige-type copy, too. "The genius of Crane lies in making bathrooms look like Dresden china, function like hand-crafted watches." Ever flush a watch? Art direction by Jere Rowland.

* * *

We goofed. Copy for that wonderful Self-propelled Fishing Lure ad, written up in this column last month, was mis-credited. It was Eugene M. Schwartz' of Eugene Stevens Inc. #

Western Union



Crane

What They Were Saying 25 Years Ago . . .

Dr. Sam N. Stevens, associate professor of psychology, Northwestern University, speaking before the Chicago Federated Advertising Club (AA, March 9, 1936):

"Knowledge of buying habits can be analyzed to indicate the stimuli which created them and likewise those which can be introduced as a means of reconditioning the consumer's attitude and preparing the way for a new set of reflexes and buying habits.

"This psychotechnical attitude toward the consumer is the only effective way in which to get out of the guess stage and into the scientific stage of applying psychology to practical advertising problems."

News item (AA, March 16, 1936):

Just to show that its arsenal is not yet depleted, Procter & Gamble Co. has begun tests on Ivory toothpaste. The company refused to confirm or deny reports that reaction has been so favorable that big-scale marketing operations for the new product will be undertaken before the year is out.

Will H. Hays, motion picture czar, in his annual report (AA, April 13, 1936):

"The rise is to be noted . . . of a new day of advertising effort in which the right product will be sold to the right audience in the right way. Some of the distinctive methods recently adopted to introduce the truly great picture sufficiently in advance of exhibition, the greater artistry that has marked the exploitation of our greater products, and the recognition that wholesomeness and good taste are stimuli, are welcome signs of such an era."

Clarence R. Palmer of N. W. Ayer & Son, speaking before the Delmarva Press Assn. in Wilmington, Del. (AA, April 13, 1936):

"Because some products are unworthy of public confidence and because some advertising is misleading, it does not follow that all nationally distributed and nationally advertised products are unworthy and should be condemned.

"Did you ever stop to think that such an attack on an honest product, honestly advertised and honestly sold, may strike at the heart of your own community—whose people may be employed by the manufacturer of that product, or production of materials that enter into its making?" #

Arbor makes them

LOOK sells them

"One $6,600 ad in LOOK sold $200,000 worth of homes for us—that we know of."

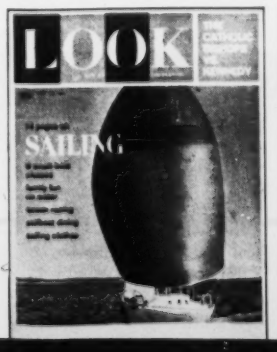
Arbor Homes, manufacturer of pre-cut panelized houses in New England, ran a Zone 1 (New England) two-page coupon advertisement in the Sept. 13, 1960, issue of LOOK. Over 6,000 inquiries poured in within a month after the ad appeared. Five months later, Arbor Homes was still receiving inquiries at the rate of 15 to 20 weekly.

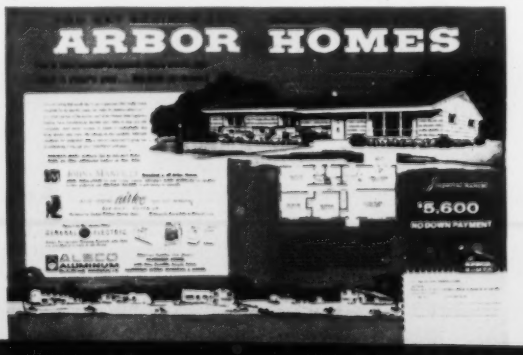
Sidney Posin, Arbor Homes' Director of Advertising, writes, "We were able to trace directly to LOOK—because some of the LOOK coupons were accompanied by down payments—the sale of more than $200,000 worth of homes. We know, of course, that LOOK *influenced* many more sales for Arbor."

Moreover, Mr. Posin reports, Look Magazine drew twice as many returns per dollar invested than did any previous advertising source . . . and the quality of the respondents in LOOK was much higher than in other media, print and electronic.

Mr. Posin continues, "Arbor Homes sales figures were double those of last year. We feel that LOOK helped us immeasurably in achieving this goal at a time when the building industry as a whole experienced a drop in construction and dollar volume. As a matter of fact, Arbor's success in LOOK has been a direct factor in helping us build a new factory that turns out Arbor Homes at the rate of one an hour."

Last year (1960 vs. 1959) LOOK gained more advertising revenue than any other magazine in America. And in 1961, LOOK had the biggest first six months in its history—biggest in advertising revenue, biggest in circulation. One reason for this unmatched growth is LOOK's outstanding record in producing sales results. For LOOK *means* sales.





The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Some Readers Find Direct Mail Brochure Disgusting; Others Comment Favorably

To the Editor: Enclosed is a direct mail piece [first page of mailing is reproduced below] received

within the last week which I feel belongs in the "Advertising-we-can-do-without" department.

This piece is probably in the poorest taste of any advertising literature I have ever had the misfortune to receive. Note the "conversation" on the front cover and first page:

Salesman: We're coming out with a brand new magazine.

Ad Manager(?): Pardon me, while I puke.

Salesman: I don't want to take up too much of your time so while you're heaving I'll run over a few facts.

Not only does the above dialog leave me somewhat aghast, I'm amazed at how much money must have been spent in preparing a 12-page brochure on good grade paper and well printed, that gives little or no information about the technical magazine being "promoted"—*Electronic Electromechanical Production.*

I don't know how many other ad managers were as repelled as I at this piece, but I hope that it was distributed only to advertising people for I'd sure be sorry to have others outside our field see this piece of trash. It would be one more strike against all of us.

John T. Root,
Manager, Advertising and Public Relations, Alan Wood Steel Co., Conshohocken, Pa.

•

To the Editor: Attached is my candidate for advertising we can do without.

My immediate reaction was one of pure disgust.

Ralph W. Poole Jr.,
Manager, Advertising & Sales Promotion, Shawinigan Resins Corp., Springfield, Mass.

• • •

To the Editor: If the "Voice" is as much interested in what is *said* to the advertiser as in what is said *by him*, I'd like to know what *you* have to say about this thing, which arrived in the morning mail.

Donald R. Cook,
President, Cook, Smith & Colwell, Orange, Conn.

•

To the Editor: Almost every time this subject is brought up, it deals with people who probably don't know better. However, the sample of extremely bad taste which I am enclosing cannot possibly be excused that way.

We have been stabbed by our own brethren!

Arthur J. Brooks,
Vice-President, Gray & Kilgore, Detroit.

•

To the Editor: We are in receipt of a copy of the letter of June 15 to you from John T. Root:

Reaction to this brochure has been very, very strong. Although Mr. Root's reaction was violently against it, we have received many letters just as strongly in praise of it—we enclose some of these letters.

This brochure has caused quite a furor and has brought a far greater response than any promotion piece Benwill Publishing Corp. has ever sent out. On the whole, we would say the balance of comments has been exceptionally favorable . . .

Harold G. Buchbinder,
President, *Electronic Electromechanical Production*, Brookline, Mass.

Mr. Buchbinder included copies praising the brochure from: W. S. Clement, advertising manager, South Chester Corp., Lester, Pa.; L. R. Pontious, Minnesota Mining & Mfg. Co., St. Paul; L. T. Matthys, F. W. Prelle Co., Hartford, Conn.; R. A. Minard, advertising manager, Trans-Sonics Inc., Burlington, Mass.; W. G. Small, advertising manager, NRC Equipment Corp., Newton Highlands, Mass.; Gary E. Singer, Ted Gravenson Inc., New York; W. A. Berchtold, Wilmington, Del.

• • •

Small Budget Doesn't Keep Agency from Thinking Big

To the Editor: I thought you might be interested in the enclosed ads. The Carrier ad [ran in magazines in May]. The Commander ad started running in Long Island papers May 4. Of course, we don't

Commander

have a $3,500,000 budget, but we don't feel this should be an obstruction to running first class ads. It is better to run a few good ads repeatedly than to run a lot of different bad ads. At least that is our feeling. Our budget, incidentally, is about one-third of 1% of that of Carrier.

Albert J. Ungar,
Ungar & Fruhling, New York.

• • •

Reprints, Place Mats Requests to Pacific Telephone Grows

To the Editor: One of our clients, Pacific Telephone Northwest, was the subject of an article on Page 34 of your June 12 issue of Advertising Age . . .

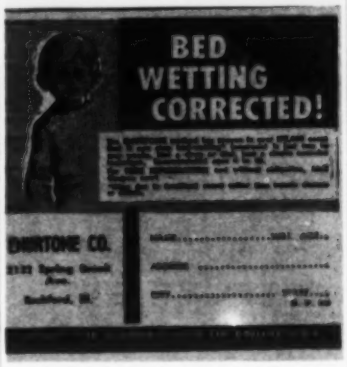
You may be interested in knowing that since the story was filed, the total distribution of reprints and place mats has increased to over 400,000 . . .

Angus B. Woodbury,
Seattle Manager, Guild, Bascom & Bonfigli, Seattle.

• • •

Bed Wetting Remedy Ad May Hurt Children It Seeks to Aid

To the Editor: I nominate the attached ad as one we can do without, not because of what it says, but because of the picture it leaves in the minds of children thumbing



through the tv program supplement of our daily paper. Whoever wrote the ad may know his product, but he surely doesn't know kids. Either that, or he has no heart . . .

I submit that this ad, showing a child who looks as if he'd just been rescued from an Iron Curtain concentration camp, can only add to the mental anguish of children afflicted by this unfortunate lack of self-control. It is an ad that will haunt the memory of every such child, for it suggests to him—at a time when his mind is most pliable—that this is how he looks to others. The result is that he feels even more ashamed and humiliated. This, in turn, may cause mental stresses which further complicate an already unhappy situation. In fact, the mental troubles may well persist long after the child has achieved complete bladder control.

The ad may sell . . . I don't know. I do know that it tends to destroy the very self-confidence that is so necessary to speedy and complete recovery.

I doubt if the art can be justified even on a "scare" basis—because the children involved certainly do not make the buying decisions the ad is trying to motivate. And if the scare approach is so effective, why don't the cosmetic ads show homely gals?

Let's show a happy, smiling child, one who has evidently benefited from the whatever-it-is that the ad is trying to sell. Let's *don't* show anything that illustrates the misery involved—because the children most concerned are the very ones who will be hurt most—perhaps irreparably—by the use of such unfortunate art.

Children in trouble need our help and understanding—not difficulties thrown in their way. Don't ad writers know this? Or, does it matter—just so long as the ad pulls?

M. H. Banner,
Normal, Ill.

• • •

He Prefers to Censor TV Himself Via the Set Dials

To the Editor: I am mighty concerned about the cause of freedom throughout the world. To be brief and to the point, I was much amazed about the article which appeared in Advertising Age suggesting that brain trusts in Washington had spoken out emphatically on the programming of certain network shows. I am surprised that more people did not come to the defense of this particular threat to freedom of expression.

I personally look with considerable distaste on much of the television programming. On the other hand, however, I can still exercise my prerogative of turning the television set off or change to another network if I am dissatisfied. I don't want the bureaucrats in Washington making the decision for me!

The same holds true about my four children, ages seven to 15. I think it is the parents' obligation to supervise the home in relation to violence on television—not the U.S. government! Being a brewer, I would not be particularly inclined to applaud "The Untouchables." However, there is an image of paramount importance in the Elliott Ness show. I am referring to the courage of a one-man crusader against powerful mobsters during the Prohibition era.

Evidently, courage has been overlooked by those people who want to censor television programming. Perhaps they are lacking in this department themselves. At any rate, I think it's about time we let water seek its own level. Most of us are over 21 and we can make these decisions for ourselves!

Robert Hart Storz,
Executive Vice-President, Storz Brewing Co., Omaha.

• • •

Penn State University ADS Counters Ad Critics With Ads

To the Editor: [Enclosed] are two of a series of advertisements sponsored by the ADS chapter at Penn State University. They were run in an effort to offset some of the poor impressions of advertising propagated by the intellectual critics on campus.

There was a flurry of letters to the editor objecting to these "boxed testimonials," as they were called. The general student reaction was favorable. Most of the criticism came from a small group of sell-appointed critics of the social order.

The columns (or ads) were written by advertising educators and professional advertising men. The first one was written by myself.

Roland Hicks,
Pennsylvania State University, State College, Pa.

• • •

Jockey Ad Is Effective and to the Point, He Says

To the Editor: To me, the attached is a *good* advertisement.

Illustration commands attention

and with caption presents effective suggestion.

Sub-caption is a good lead into copy that gives brief pertinent points on design, long acceptance and fair price.

Trademark signature and corner box give immediate and memorable recognition.

I am a subscriber who reads each weekly issue [of Advertising Age] with interest and so keep in touch with what is going on in a world in which I was for many years more actively engaged. As I finish each issue it goes to the local public library just up the street, where I know the next reader is a man connected with a small agency serving nearby industrial accounts.

Walter Kerr Belknap,
Cheshire, Conn.

• • •

Wilmington Case Will Help Destroy Commission System

To the Editor: "The Wilmington Case," as you put it in your editorial June 12, proved interesting reading. The Wilmington publisher, I feel, proves to be a leader and is willing to correct bad situations.

I think this may wake up more publishers to the idea that they

NEW YORK CITY'S
first new luxury hotel in thirty years

A Renaissance of the Arts of Hospitality
the SUMMIT OF NEW YORK
EAST 51ST STREET AT LEXINGTON AVENUE • PLAZA 2-7000
Robert Huyot, Vice President & General Manager
LOEW'S HOTELS, INC. • PRESTON ROBERT TISCH, PRES. • C.C. PHILIPPE, EXEC. VICE PRES.

should not be paying commissions to advertising agencies. The Frey Report was interesting, but after reading it, and based on experience on all sides of this advertising business, I again repeat that the commission system must go, and the only ones who can settle it are the publishers. At least one newspaper group has decided to settle the matter and if other publishers really face the thing squarely they will give up the commission system.

And were I in the agency business today I would be delighted, because then I would have an opportunity to charge for my services based on values that the clients receive. In many cases, 15% is not enough. The commission system is falling apart. There are many deals being made between advertisers and their agencies, and, at the same time, agencies are rendering many services for which they have to charge a fee. Why not go all the way and refuse commissions from media and go on a fee basis?

Your suggestion of making all advertising, local and national, equally commissionable to agencies is a step backward.

The only exploration to be made is for the media to explore in their own minds and their own consciences what is the answer. My experience tells me that the commission system is out of date and not right.

Edgar Kobak,
New York.

•

To the Editor: I have read with great interest your editorial in the June 12 issue of ADVERTISING AGE which refers to the recent developments in equalization of newspaper rates and the elimination of agency commission.

The Western States Advertising Agencies Assn. has for a long period of time focused special attention on the importance of good media relations and high standards of agency media functions. We particularly approve your very vital editorial in which you clearly establish the fact that agencies, large and small, as contacted by your writers, seem uninterested in the subject of changes in the commission structure. This type of thinking or possible reaction to basic changes in our business can well contribute to an unfortunate erosion in the strength and stability of the advertising agency system.

Our biggest regret is that, despite any "pro" or "con" views, there appears to be such a significant lack of interest in change, and a failure to individually accept responsibility to measure and evaluate this change.

Again, our compliments to you and AA!

William J. Boylhart,
President, Western States Advertising Agencies Assn., Los Angeles.

• • •

Shell's 'Bulletin' Ads Finally Reach 'Reductio Ad Absurdam'

To the Editor: I have a "Bulletin" for everyone who has been waiting for the OB&M-Shell campaign to reach a real *reductio ad absurdam*. In case you don't see *Chemical Week*, the aforementioned agency and client have actually placed an ad in the June 3 issue announcing as a "Bulletin" a company decision made *13 months ago!*

The headline reads:

"BULLETIN: On May 3, 1960, a remarkable thermoplastics decision was made by Shell Chemical."

"Campaign continuity," as headline repetition in a series of ads has been dubbed, can indeed become ridiculous.

What image-building magic is supposed to rub off on Shell from constant use of the word "bulletin"? Is it up-to-dateness? If so, the copy platform collapses under ads that do not impart real news and utterly disintegrates when regaling readers with "remarkable" decisions a year old!

If they haven't already, we think Shell had better send its very creative agency a bulletin to start creating a new campaign.

Incidentally, I still retain a copy of an excellent speech made by David Ogilvy to the Public Relations Society of America on Jan. 21, 1959. This is not a bulletin, it is belting a man with his own words. In that speech, Mr. Ogilvy said:

"If you haven't done some selling in your headline, you've wasted 80% of your money."

What has always bothered me about the headline "Bulletin" is that it does about as much selling as saying "Good Morning," "Read this," or "Hey, Mister."

Let me conclude by saying that I stand second to none in admiring the great campaigns that have in past contributed to Mr. Ogilvy's great success in this business.

David T. Nutt,
Account Supervisor, MacManus, John & Adams, New York.

• • •

He Offers 'Mis-Advertising' as Word for Dishonest Ads

To the Editor: 'Way back in your issue of Jan. 18, 1960, there was an article by John D. Yeck, "Can Semantics Help Our Image?" contributing some thoughts to the problem of the need of a suitable, derogatory word for the sort of advertising that is unethical, dishonest, misleading and hence embarrassing to the profession.

Since then, I too have been pondering the problem, making jottings, and today I hit upon a word which I should like to enter as a candidate to fill the bill. The word—with apologies to Mr. Yeck—is Mis-advertising (along with Mis-advertise and -ment).

Although Mr. Yeck is averse to any "advertising" derivative, favoring a coinage analogous to *dope* as against *medicine*, I would say not necessarily so; we ought not wait for just such a word to show up. What about *malpractice* for bad practice; *shyster lawyer* and *quack doctor* for unethical practitioners in their fields? I feel, in fact, that the new word should most obviously show its connection with advertising.

Accordingly, I should like to offer my other coinages: Maladvertising, Distort-vertising, Pervertising, Gyp-advertising (Gypads), Q-ads (for questionable ads or advertising), Phoniads, and Ad-foolery.

Joseph Lichstein,
Regina, Sask., Canada.

• • •

Cheesecake Ads Get O.K. from Turophilic Building Contractors

To the Editor: Enclosed is a survey letter asking if "cheesecake" advertising [for Newark Ladder & Brachet Co.] should continue in 1961.

This letter was prepared for my client and mailed out to 1,000 of his builder customers for a test mailing . . .

Building contractors are not known for responding to direct mail, and all campaigns we have prepared in the past for our customer have pulled on an average of 2%. However, this mailing went over 11% and we considered it a great success. My client has a salesman on the road visiting these contractors, and the contractors are still talking about this mailing.

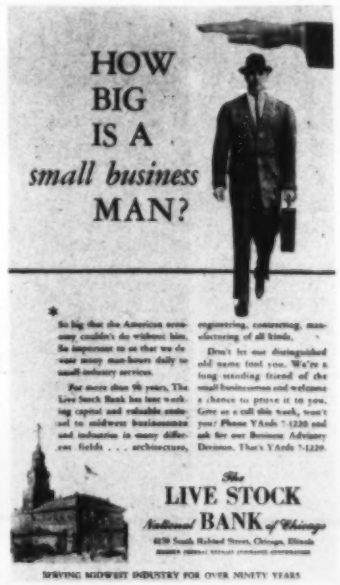
By the way, 70% wanted to see more cheesecake in my client's advertising.

Lawrence Sosnow,
Sosnow Advertising Agency, Newark, N.J.

• • •

Live Stock National Bank, Meet American National Bank

To the Editor: It appears that we started a slight argument among Chicago's banks when we ran a three-column ad in the *Chicago Sun-Times* on Sunday, June 4. The copy prepared for our client, Live Stock National Bank of Chicago, was headlined, "How



Big Is A Small Business Man?"

We were startled to see the American National Bank come back in the *Chicago Daily News*, June 12, with the question: "What Do You Mean, Small Business

Man?"

We note, of course, that the heading on American's ad had nothing to do with replying to our copy, but we got quite a kick out of the close relationship of the headlines.

W. N. Davidson,
President, W. N. Davidson Advertising Agency, Chicago.

• • •

Al Capp's Satire of Ad Industry Reaches Europe

To the Editor: An installment of Al Capp's comic strip "Li'l Abner" appeared in the June 22 issue of the *New York Herald Tribune* Paris edition. Millions of his loyal fans in the U.S. and throughout the free world read this commentary on American advertising.

At a time when U.S. advertising is under fire at home and abroad for the unsavory practices of a relatively small number of advertisers and agencies, at a time when the entire industry . . . advertisers, agencies and media . . . is making a concerted and sincere effort to police its own activities and to improve the industry image in the eyes of the public, it is particularly unfortunate that a satire such as this should appear for such widespread dissemination.

Mr. Capp satirizes the "Truth in Advertising" movement; he indicates that the smart advertising man knows and uses the insidiousness of the half-truth.

Al Capp's satires are as much a part of American life as are the objects of his trenchant wit. Not even the leaders of the opposing camps in the cold war are out of range. One can ask then why should advertising be immune?

The answer is that the sheer size of his "Li'l Abner's" daily readership makes Mr. Capp a very influential figure on the American scene. This influence is also a responsibility, one which Mr. Capp should use for the public good where and when possible.

It is far different to satirize established and relatively immune American institutions such as the Presidency or Dick Tracy . . . and a very vulnerable industry which unfortunately continues to be regarded in many quarters as an evil, perhaps even dangerous, force rather than the vital factor that it is in the American economy. The humor of satire then becomes a harshly negative wit leading only to more misunderstanding of advertising and its practitioners.

I wonder if Mr. Capp in this case is doing a disservice not only to his many friends and admirers in the advertising business, but also to the American public?

Robert P. Eaton,
Frankfurt, Germany.

Mr. Capp's biting satire on advertising men was covered in ADVERTISING AGE's *July 3 issue.*

Can Advertising Be Used to Better All People?

To the Editor: Dr. Arnold Toynbee, in a recent appearance on "Meet the Press," made an easy generalization that should have stirred up the insides of any advertising man watching.

He described the U. S. as a "self-indulgent" nation which has, through "Madison Ave.," created desires for superfluous products. We are a rich nation in a world where people continue to starve. The problem, he said, was not so much the total wealth of the world, but the distribution of that wealth.

Any advertising man with a conscience must speculate on what contribution his vocation is making to his civilization. None of us would ever deny the great power of modern advertising. Some of us might ask—is that great power being used to trap mice while the elephants are walking by?

We have demonstrated that we can develop through advertising the most successful commercial society in the world. Now is there a way to apply this knowledge to the betterment of all people?

Al Sandvik,
Vice-President, Kerker-Peterson, Minneapolis.

• • •

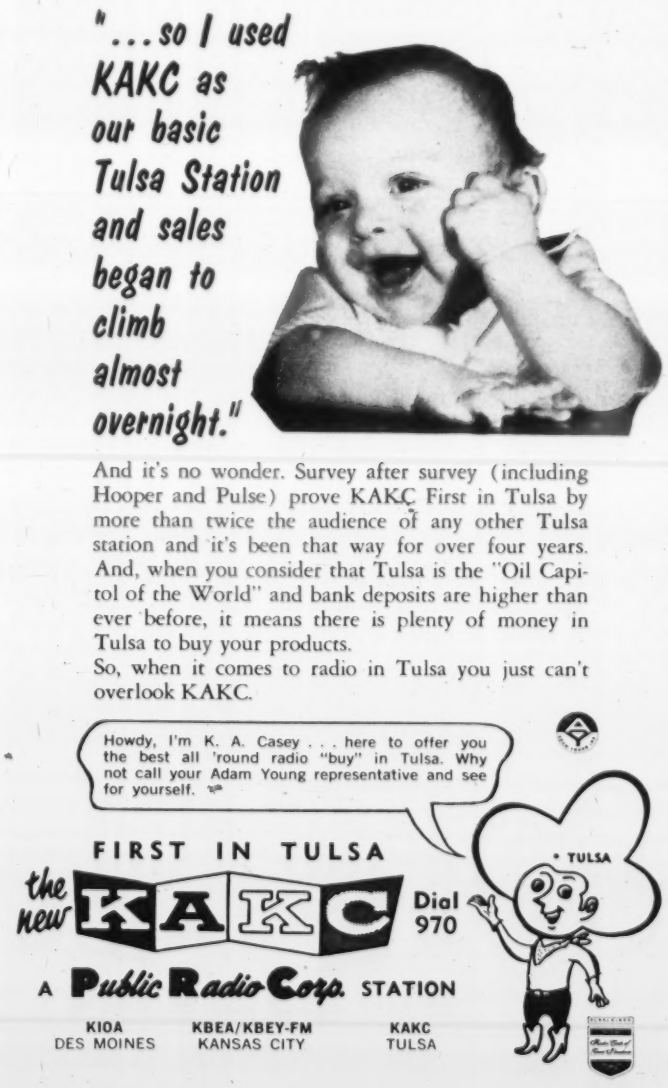
What's the Commission on a $35 Campaign?

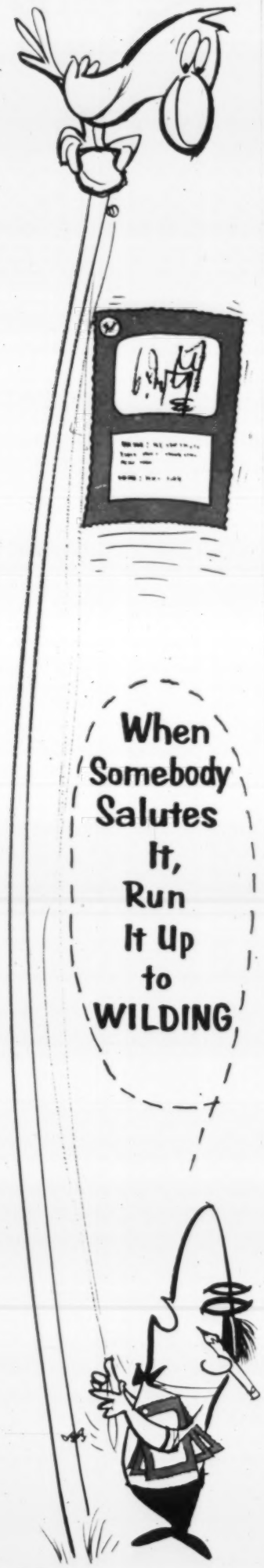
To the Editor: Let us pray . . . that none of our clients read this classified gem in the *Wall Street Journal* recently:

Ads Created. $35.00 Complete Cost. Includes copy, layout, art, type, cut, (up to 5 col. inches) ready to print. Samples **Creative Studios, Box 8180-W, Pittsburgh 20, Pa.**

If ever an ad belonged in your "Advertising We Can Do Without" column . . . *this is it!*

Brian Cronin,
Account Executive, Robert Luckie & Co,, Birmingham, Ala.


"...so I used KAKC as our basic Tulsa Station and sales began to climb almost overnight."
And it's no wonder. Survey after survey (including Hooper and Pulse) prove KAKC First in Tulsa by more than twice the audience of any other Tulsa station and it's been that way for over four years. And, when you consider that Tulsa is the "Oil Capitol of the World" and bank deposits are higher than ever before, it means there is plenty of money in Tulsa to buy your products.
So, when it comes to radio in Tulsa you just can't overlook KAKC.
Howdy, I'm K. A. Casey . . . here to offer you the best all 'round radio "buy" in Tulsa. Why not call your Adam Young representative and see for yourself.
FIRST IN TULSA
the new KAKC Dial 970
A Public Radio Corp. STATION
KIOA DES MOINES
KBEA/KBEY-FM KANSAS CITY
KAKC TULSA
• TULSA



Wilding tv

CHICAGO ● DETROIT ● HOLLYWOOD

Early Copy Gets Best Position in Publications: Costa

NEW YORK, July 5—Costa's First Law reads: The agency whose traffic procedures permit them to get to publications "fustest with the mostest" will usually get the best positions.

This formulation grew out of a recent study made by Kenneth Costa, research assistant at Hicks & Greist. He said he made his study to prove to media and account people that promptness and efficiency pay off.

However, he emphasized that his study was definitely not designed to show the effect of position on readership, "which is the job of Starch, Readex, Mills Sheperd and the others."

■ Mr. Costa started out with five basic elements of good position (again pointing out that the five were not inviolable definitions):

1. As far forward in the book as possible.
2. Right-hand page preferred to left-hand page.
3. Top of page preferred to bottom.
4. Outside column preferred to inside.
5. Not being placed adjacent to competing products.

With these definitions in mind, 93 publications out of a representative list of 125 indicated the order of importance they attached to four points when making up a typical issue and were positioning the ads (run of book only).

The points of importance: Promptness in submitting copy and plates; size of advertiser's yearly schedule (i.e., amount of space bought); how long the advertiser had used the publication; and general relationships with advertiser and agency and the people serving the account.

The publications, all used by H&G clients, and not including annuals and catalogs, broke down like this: 16 were consumer and 109 trade. Of them, 97 were monthly, seven bi-weekly, 18 weekly and three daily (Monday through Friday).

■ This is how the order of importance emerged from the study:

	1st mentions %	2nd mentions %	3rd mentions %	4th mentions %
Promptness in submitting copy and plates	54.8	7.5	19.4	12.9
Size of advertiser's yearly schedule	28.0	28.0	25.8	9.7
How long advertiser had used the publication	7.5	43.0	21.5	17.2
General relationships	7.5	9.7	22.6	47.3

To find the over-all importance of each consideration, as if it were the only one, Mr. Costa arrived at a weighted composite percentage figure (designated "significance") based on four points for each first mention, three for each second mention, two for third, and one for fourth.

This is how the order of significance worked out: Promptness, 31.9%; size of yearly schedule, 27.9%; how long advertiser used the book, 23.8%; and general relationships, 16.4%. Thus promptness was considered roughly twice as important as general relationships. A total of 6.5% of respondents rated all reasons as equally important or irrelevant. Because of incomplete answers on some returns, the totals did not necessarily add up to 100%.

■ "Without question, the survey showed us that the rule of 'first come, first served' is of great importance in securing good positions in magazines," Mr. Costa said.

"Next, the biggest customers get the breaks. Third, the old-timers are considered. Last, the sales pitch of the media and account people at the agency are considered.

"The over-all picture given by the magazines is that actions speak louder than promises, which is to be expected anywhere."

He added that no consideration of production problems (color channels, bleed, reverse plates, unusual space sizes and so on) had been considered, since the survey was primarily an attitude survey.

NEW POLICY—*Farmers Mutuals Insurance Co., Madison, Wis., has launched a new major medical insurance policy with this page ad in the July 8 issue of The Saturday Evening Post. Shumway & Carman is the agency.*

Kentucky Standard, Humble Prepare Trademark Suits

Humble Oil & Refining Co., marketing subsidiary of Standard Oil Co. (New Jersey), has filed suit in U.S. district court in Jackson, Miss., to prevent Standard Oil Co. of Kentucky from using the trade name Esso in marketing its products in five southeastern states. Kentucky Standard recently ended its contract to buy 80% of its oil supplies from Jersey Standard—under government pressure—and is set to merge with Standard Oil Co. of California (AA, June 19).

Kentucky Standard is reportedly preparing a suit of its own, asking the court to restrain Humble from using the Esso name in the same five states. Esso is considered an abbreviation of Standard Oil, and the various Standard companies seek to retain trademark exclusivity in the states in which they operate under the 1911 consent decree splintering the old Standard Oil trust. The Standard companies have since expanded their marketing areas by giving their products different names, such as Mobil, Enco, American and Chevron.

Cavanaugh Names Goss, Baxter for New Dallas Offices

Joseph F. Cavanaugh Ltd., Milwaukee agency, has named Wilson Goss vp and head of the agency's new Dallas office, 1712 Commerce St. Mr. Goss was formerly media director of Glenn Advertising, Dallas. Hilery Mather, formerly of Don L. Baxter Inc., Dallas, has been named account executive and production supervisor in Cavanaugh's Dallas office.

Gebhardt Sets Premium Push

Gebhardt Mexican Foods, San Antonio, will offer consumers two full-color prints of bullfight scenes for $1 and two labels from any Gebhardt product. The offer will be introduced in full-color ads in the June 27 issue of *The Saturday Evening Post*, the July issue of *Sunset Magazine* and the August issue of *Woman's Day*. Glenn Advertising, San Antonio, is the agency.

Coming Conventions

JULY

9-12. Newspaper Advertising Executives Assn., Statler Hilton Hotel, Detroit.

AUGUST

1-4. Advertising Age Creative Workshop, fourth annual session, Palmer House, Chicago.

18-19. Newspaper Advertising Executives Assn. of the Carolinas, summer meeting, Grove Park Inn, Asheville, N. C.

SEPTEMBER

8-10. Iowa Daily Press Assn., annual meeting, Hotel Savery, Des Moines.

11-17. Affiliated Advertising Agencies Network, 17th annual international meeting, Sheraton-Blackstone Hotel, Chicago.

18-19. Magazine Publishers Assn., fifth annual fall conference, Hotel Commodore, New York City.

20-22. International Advertising Assn., fourth international conference, Madrid.

21-23. Advertising Federation of America, 10th district convention, Hotel Mayo, Tulsa.

30-Oct. 1. Ohio Daily Newspaper Advertising Executives Assn., annual advertising clinic, Fort Hayes Hotel, Columbus, O.

OCTOBER

10-13. Direct Mail Advertising Assn., 44th annual convention, Statler-Hilton Hotel, New York City.

12-13. Junior Panel Outdoor Advertising Assn., 11th annual national convention, Sheraton Hotel, Chicago.

12-14. National Editorial Assn., annual fall meeting, Pick-Congress Hotel, Chicago.

15-17. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

15-18. American Assn. of Advertising Agencies, western region convention, Hotel del Coronado, Coronado, Cal.

16-17. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

19-20. Audit Bureau of Circulations annual meeting, Drake Hotel, Chicago.

22-27. Outdoor Advertising Assn. of America, Diplomat Hotel, Hollywood-By-The-Sea, Fla.

28-31. National Automatic Merchandising Assn., convention and exhibit, Conrad Hilton Hotel, Chicago.

NOVEMBER

2-4. Assn. of National Advertisers, annual national meeting, The Homestead, Hot Springs, Va.

6-8. Broadcasters' Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

7-9. Point-of-Purchase Advertising Institute, 15th annual symposium and exhibit, McCormick Place, Chicago.

13-15. Southern Newspaper Publishers Assn., 58th annual convention, Boca Raton Hotel, Boca Raton, Fla.

15-17. Television Bureau of Advertising, annual meeting, Statler-Hilton, Detroit.

MICR—*Dallas Clearing House Assn., consisting of 24 Dallas banks, has launched a campaign to get the public to use MICR (magnetic ink character recognition) checks. Spot tv and radio and quarter pages in Dallas newspapers will be used in the $30,000 campaign, which is handled by Tracy-Locke Co.*

Standard Tool Expands Push

Standard Tool & Die Co., Los Angeles, has added 17 newspapers and five national consumer publications to its media schedule to promote its new Sta-Put golf putter, following a successful two-month testing program in Los Angeles. Len Woolf Co., Los Angeles, is the agency.

Your Address: Chicago's magnificent gold coast

181 East Lake Shore Drive

Overlooking Lake Michigan . . . five minutes from downtown . . steps from Michigan Avenue stores. Fine Restaurant. Superb air-conditioned rooms & suites at sensible prices.

Donald O. Cronin, Mgr. SUperior 7-8500

LAKE SHORE DRIVE HOTEL

COVERS ALL BASES!

With over 639,000 circulation, the Journal-American now leads the World-Telegram and Sun by 160,000 and the Post by 295,000! The Journal-American gives the best evening newspaper coverage of the New York market, including each of the 8 main suburban counties surrounding New York City. In this rich suburban home market, the Journal-American sells 60% more newspapers than the World-Telegram and Sun and the Post combined!

NEW YORK Journal American

Represented Nationally by Hearst Advertising Service Inc.

Examiner Erred in Exonerating TV Ad, FTC Told

Lawyers Say Ruling on Palmolive Rapid Shave Condoned 'Deception'

WASHINGTON, July 7—Federal Trade Commission lawyers have contended that an FTC hearing examiner misstated the issues when he recommended dismissal of the commission's complaint in the Palmolive Rapid Shave "sandpaper case."

In an appeal filed with the commission, FTC lawyers Edward F. Downes and Anthony J. Kennedy Jr. maintained that contrary to the views of Hearing Examiner William T. Pack, the "moisturizing" powers of Rapid Shave are not "recognized by all parties" and is an issue.

"Evidence of the record proves that Rapid Shave does not have super-moisturized power," the lawyers stated. Citing Palmolive's reliance on the word "soak," the lawyers said that in those instances where "very coarse" or even "coarse" sandpaper was shaved with any degree of success, Rapid Shave was allowed to remain on the paper for over one hour before it was shaved off. "One certainly would not wait for over an hour to shave after applying a shaving cream," Messrs. Downes and Kennedy pointed out.

■ "The word 'soak' is used in the discussion of the shaving cream; it was used in a sort of rhyme: 'Apply—soak—and off in a stroke.' It is extremely doubtful that its use would 'soak' into the mind of the viewing listener," the lawyers said. "If it did, it is safe to say he would not, after viewing the demonstration, expect to allow soaking time in excess of one hour.

"The examiner states in his initial decision, 'In view of the technical problem peculiar to television, reasonable latitude in the use of mockups or props should be permitted,' citing a speech made by former chairman (Earl) Kintner," the lawyers stated to the commission.

"In that speech, it was pointed out that such use could be 'carried beyond a reasonable point,' which we submit was done" in this case, and the deception is a "material fact," they said.

"We say they used the mockup as an instrument of deception, because they couldn't physically shave the sandpaper in the manner depicted, but they could scrape sand off a piece of glass or Plexiglas."

■ Hearing Examiner Pack, in his initial decision (AA, May 29), referred to the shaving demonstration as "harmless exaggeration or puffery." But the FTC lawyers called it "downright deception."

The lawyers urged that a cease and desist order be issued against Colgate-Palmolive Co., maker of Rapid Shave, and Ted Bates & Co., the shaving cream's agency. "It would be folly and all but useless to limit an order to the shaving cream alone, because next week we could be issuing another complaint against both these respondents for using false demonstrations to promote the sale of other products," Messrs. Downes and Kennedy stated. #

Electronic ECC to Molesworth

Electronic Energy Conversion Corp., New York, manufacturer of electronic power supplies, has named Molesworth Associates, New York, as its first agency.

Last Minute News Flashes

Raven, Keavey Leave EWRR; Account Stays: KLM

NEW YORK, July 7—Robert Murphy, ad manager of KLM Royal Dutch Airlines, today denied reports that the airline had invited presentations for its $1,500,000 account, now with Erwin Wasey, Ruthrauff & Ryan. Mr. Murphy said EWRR was scheduled to make a presentation in August—"and maybe that's where these rumors started." The reports followed the departure from EWRR of the two top account men on KLM. Eugene A. Raven has gone to Foote, Cone & Belding as an account supervisor on Trans World Airlines, and John Keavey has joined Doyle Dane Bernbach Inc. to work on American Airlines.

FCC Plans License Hearings on WINS, WMGM

WASHINGTON, July 7—The Federal Communications Commission this week told Gotham Broadcasting Corp., operator of WINS, New York, that it has designated hearings for the station's license renewal, based on charges that (1) Gotham received 10% of the profits of payola promotions on the station, and (2) the required sponsorship identification announcements were not made. FCC also said hearings will be held on an application by Crowell-Collier Broadcasting Corp. for transfer of the license of WMGM, another New York radio station, from Loew's Theatres Broadcasting Co. FCC said it has received complaints about announcements on two other Crowell-Collier stations.

Wilson Shifts Roche, Rickerd Brands to Compton, C-M

CHICAGO, July 7—Wilson & Co. has taken its remaining products out of Roche, Rickerd & Cleary and assigned them to Compton Advertising, a new agency for Wilson, and Campbell-Mithun, which handles the rest of the company's advertising. The two major products—Ideal dog food and B-V meat extract—and other sundry products went to Compton, while Campbell-Mithun added consumer package and bulk Bakerite ads. Billings are estimated at nearly $1,000,000. Last fall, Wilson switched Wilson Sporting Goods Co. from Roche, Rickerd to Campbell-Mithun (AA, Aug. 15).

Gardner Shifts Marketing to N.Y.: Other Late News

• **Gardner Advertising Co.**, St. Louis, has moved its marketing headquarters from St. Louis to New York, and has named Frank E. Heaston, formerly vp and marketing director in New York, marketing director for the entire agency. In St. Louis, Kenneth E. Runyon, vp and board member, who has been the marketing director, has been named supervisor of the Pet Milk Co. account.

• **W. B. Doner & Co.**, Baltimore, has been named to handle Regal beer, effective next October. The brand has been handled for the past year by J. M. Mathes Inc. The switch follows the sale of the Anheuser-Busch Miami plant and Regal brand name to National Brewing Co., Baltimore. National's $3,000,000 account is currently handled by Doner.

• **Pepsi-Cola United Bottlers of Los Angeles** is expected to make an announcement the week of July 10 regarding its relationship with Young & Rubicam, Los Angeles. Pepsi United is the only major independent Pepsi bottler that does not have Batten, Barton, Durstine & Osborn handling its advertising. BBDO also handles the parent Pepsi-Cola Co. account.

• **Time**, despite the report by the Royal Commission on Publications, which is calculated to "throw *Time* out of business in Canada," has concluded contracts to print its Canadian edition in Montreal. Bradley B. Gundy, *Time's* Canadian ad manager, reported that the company has signed up with Ronalds-Federated Ltd., Montreal, to install presses and "start full production in Montreal by the end of 1961." A source said, however, "Contracts will be withdrawn if the commission report goes through as it now stands." New ad rates, based on 250,000 circulation, were announced for *Time's* Canadian edition, effective Jan. 5—a one-time b&w page will be $2,100 and a four-color page $3,150.

• **Stanley Lewis** has resigned as marketing director of General Aniline & Film Corp., New York, to move to Carter's Ink, Cambridge, Mass., as vp in charge of marketing. His move follows the transfer of General Aniline from Reach, McClinton to Lennen & Newell (AA, May 1), a switch hinging on the political involvement that has entangled Aniline, which is 98% owned by the U. S. government.

• **First National City Bank**, New York, has named McCann-Marschalk to handle its national advertising. Batten, Barton, Durstine & Osborn will continue on the bank's "11th Hour News" tv program and on special New York consumer advertising. Albert Frank-Guenther Law handles the bank's international account, its travelers checks and trade advertising. Mogul Williams & Saylor has the trust division.

• **Wall Street Daily**, which came out March 27 at $1 a copy without ads—then dropped to 10¢ June 14—has started selling space at 47¢ a line, open rate. The daily said it has a 115,000 circulation.

• **Storer Broadcasting Co.**, Miami Beach, has purchased "Divorce Court" from Times-Mirror Broadcasting Co., Los Angeles (KTTV), and has formed a new subsidiary company, Storer Programs, to handle distribution, production and sales of this and other programs for television. The new subsidiary will open offices in New York, Chicago and Los Angeles. Terry H. Lee will be vp in charge of the subsidiary. He will also continue as a regional vp for the parent company. Joe Evans has been named general manager of the company. He was managing director of Storer's WSPD-TV, Toledo.

• **The Minnesota Department of Business Development**, St. Paul, has chosen Campbell-Mithun, Minneapolis, to handle its $75,000 account. Campbell-Mithun and seven other agencies made presentations to the state commission. The account had been handled for the past seven years by Bozell & Jacobs, Minneapolis.

• **Keyes, Madden & Jones**, New York, has added three to its staff: Henry Seiden, group copy chief, and Tony Mandarino, group art director, both from Batten, Barton, Durstine & Osborn, and Paul Mathias, ex-BBDO market researcher, who has been heading his own food promotion organization. The agency also reports that Jerry Lesser, account exec, is moving to J. Walter Thompson with the Congoleum-Nairn account (which leaves KM&J in September) and Bud Gallanos, who worked on Congoleum and on the Cunard Eagle Airways account, is leaving to join Warwick & Legler.

• **The Federal Communications Commission** has extended the start of the pay tv test in Hartford from Aug. 23, 1961, to July 1, 1962, at the request of RKO Phonevision Co.

$11,500,000 Texaco Account Moves to B&B

(Continued from Page 1)

Childs-Green team made especially penetrating examinations of agency broadcast departments, leading one adman to suggest Texaco is figuring to spend more money in this area.

While Benton & Bowles had not yet assigned account management people to Texaco, there was a possibility that Joseph McDonough would leave his vp-creative group supervisor job at Cunningham & Walsh to move to B&B. Others mentioned were Caleb Brokaw, currently associate director of research on Texaco, and four C&W regional merchandising managers in Chicago, New York, Houston and Los Angeles.

■ There were several opinions about the development of the breach between Texaco and Cunningham & Walsh. One source attributed it to "a deterioration of service." Another said that while "all seemed rosy about Texaco's earnings and production figures, how much profit a company makes at the retail level could be another story." He recalled Texaco's practice of throwing advertising dollars behind premiums *(see story below)*. A third cited Mr. Childs' business philosophies as "miles apart from those of his old agency, Cunningham & Walsh."

■ Mr. Childs, described by one adman as an "aggressive, scientific marketing man, a graduate Carnegie engineer and Harvard business school man," left the agency in September, 1959. He went directly to Texaco after having been account supervisor on that business at C&W. Last January, William Mulvey quit as management supervisor on Texaco "over a difference as to agency goals and how they would be realized." Mr. Mulvey is now a senior vp of McCann-Erickson.

Benton & Bowles' snaring of Texaco ended a period of frustration dating back a year. At that time the agency resigned the $3,500,000 Continental Oil business to clear the decks for a solicitation of the $13,000,000 Shell account. But this plum fell to Ogilvy, Benson & Mather, which moved Shell into newspapers exclusively. Last April, Benton & Bowles romanced Mobil, but that $6,000,000 account hitched up with Ted Bates & Co. #

Texaco Switch Reflects Shifts in Gas Marketing

(Continued from Page 1)

the industry and from a kind of marketing revolution.

Texaco, for one, seems to be riding on this whirlwind of change. Its sales for the first quarter were up; net income jumped 11%; its share of domestic market has advanced from 8.2% to 9.7% in five years; it ranked second in worldwide petroleum product sales in 1959; and it enjoyed one of the best earnings-to-assets ratios in the field.

■ Why, then, did it feel the need of an agency change?

Here's the thinking of some industry observers:

• U.S. petroleum consumption is slowing down.

• Over-supply has given rise to price wars.

• More and more independent brands are springing up to fight major producers for the same consumer buck. The indies have sprouted especially in growth states, like California. One publication put share-of-market for private brands in some cities as follows:

Knoxville, 30%; Montgomery, 25%; Savannah, Ga., 40%; Oklahoma City, 50%. Chicago and the West Coast have been tabbed as "wheeling and dealing" price areas. The Minneapolis-St. Paul area private brands, said to have probably 50% of the market, were described as "a thorn in the side of major companies."

• "Outside" sources, like Sears, Roebuck and Food Fair, are now in the gas selling business. They can concentrate on selling gas and "turn on a dime when it comes to merchandising and pricing."

• Domestic and foreign-government controlled producers have barreled their ways into world markets, adding to competitive pressures. Russia's economic hanky-panky, using oil as a political weapon, hasn't helped.

• Costs have soared. Overheads have been trimmed severely.

• Finally, companies have started to reach into areas where they haven't operated before, and in some cases have pooled resources to do the job. Here Texaco and others seem destined for a major marketing battle.

So far, Texaco has been the only oil producer selling in all 50 states. It has been able to schedule national magazine ads and network tv under a single brand name for its 23-year-old Sky Chief premium and its 29-year-old Fire Chief regular. (Copy reads: "Only Texaco gasolines are 100% climate-controlled—blended and adjusted by area in all 50 states.")

This dominant national-ad position now appears threatened.

■ Humble Oil & Refining Co., main operating affiliate of Standard Oil Co. (New Jersey), has started to switch its central division stations *en masse*. Humble's Enco label has gone up in stations of division subsidiaries of Carter Oil Co. and Oklahoma Oil Co. In Wisconsin, Pate Oil Co., part of the central family, has already made the changeover.

All of Humble west of the Mississippi—except Texas and New Mexico—Humble-name strongholds—has converted. But in the East, the long-known Esso brand will stick, for the present.

■ Eleven days after Humble tacked up its Enco ovals, American Oil Co. took its cue and made a "big step" into the national ad picture. It mounted red-white-and-blue American signs in stations of the formerly separate divisions of the parent Standard Oil Co. (Indiana)—American (East and South), Standard (Midwest) and Utah Oil & Refining Co. (Northwest). Some previous gas brands—Amoco (East and South) and Standard (Midwest)—were retained, but all others got the American logo.

Like Humble, American launched a massive national ad drive, using all media.

■ Texaco, a company that has always "met the facts of life head-on," said in its 1961 annual stock-

(Continued on Page 106)

Texaco Switch

holder report: "The petroleum industry has for some time been experiencing a period of severe marketing competition both in this country and abroad—and the situation is becoming more and more intense."

One industry official warned that "a real dogfight is shaping up." He listed some "radical changes" like "the consolidations at Esso; a reorganization at Mobil; new chief executives at Shell; and management changes at Gulf."

"It's not that the oil industry is being affected any more than any other," he said. "It's simply because of its more detached background that changes, now coming rapidly, appear sharper."

■ Texaco has started to weed out undesirable gas stations and "build up strong ones." Of some 40,000 U.S. and 3,000 Canadian stations it serves (one estimate puts the industry total at 206,000), about 85% are independently owned or leased out. The rest are owned by Texaco.

Texaco hopes to nullify, through "lean and tough" management, and smart marketing, some retail profit squeezes which have plagued the industry. The squeezes include reduced demands for premium gasoline, and more calls for higher-octane regular gas.

According to one adman, Texaco is expected to have its new marketing program "worked out by fall." Benton & Bowles, which takes over Oct. 1, is believed to feel that if other oil companies continue to step up their national campaigns, Texaco will have to follow suit.

■ Benton & Bowles has "a lot of respect and admiration" for the job the company has done with the "Texaco Huntley-Brinkley Report" on NBC-TV. Texaco signed up the news duo, whose efforts won a 1960 Peabody Award, two years ago, for the 15-minute, five-nights-a-week series. The show, which has accounted for about two-thirds of Texaco's network tv budget, has also drawn acclaim for its film commercials.

When the program started in the spring of 1959, the time-talent cost was about $7,000,000. Rate hikes since then, topped by a recent one July 3, elevated the Huntley-Brinkley price tag to an estimated $12,000,000. As a result, Texaco scrapped full sponsorship in favor of sharing the shows with R. J. Reynolds Tobacco Co., as of July 3.

■ Another broadcast entry has been Texaco's 21-year sponsorship of network radio broadcasts of the Metropolitan Opera (which also received a Peabody Award last year), estimated to cost more than $500,000 annually. They have been aired over 110 stations, reportedly representing 98.5% of U.S. radio homes.

In addition, Texaco has pieced together, via G. H. Johnston Inc., state-wide radio networks to broadcast football games of eight principal U.S. universities (Oklahoma, Tulane, Mississippi, Tennessee, Alabama, Georgia, South Carolina and Miami, Fla.). A ninth, Illinois, is set for fall. The football segment has been put at more than $200,000.

■ These efforts, coupled with earlier Texaco history—notably on radio with Ed Wynn in the 1930s and on tv with Milton Berle in the 1940s—have reinforced some admen's thinking that Texaco won't desert the airwaves.

Texaco thus far has concentrated on building up two things through its ad programs: Image, and dealer traffic. To get the second point across, it has unwound a skein of self-liquidating premiums advertised nationally and locally:

• **1958 and 1959**—It kicked off all-media spring promotions built around Benny Goodman and his band. Theme: "Swing into Spring with a Texaco Safe-T Check-up." It offered a Goodman record album for $1—plus a coupon available only at dealers.

• **Fall, 1959**—The company offered a "Texaco tank truck toy" ("worth $7.90") for $3.50 and a coupon—available at Texaco dealers. The drive was said to have unloaded some 500,000 trucks.

• **Fall, 1960**—The premium was an "authentic 18" x 24" x 8¼" scale model of a Texaco station," with a $3.50 tag. A report said that this item, too, hit the 500,000 figure.

• **Spring, 1960**—Texaco centered its traffic-building around a "write a tv commercial" campaign, heavily pushed in both print and broadcast. Again—a dealer stop was necessary.

• **Spring, 1961**—Texaco's Chicago dealers, via newspapers, radio and tv, told motorists they'd get "a gallon of permanent antifreeze free if you get your Texaco spring changeover now."

• The latest premium, featured in all current Texaco advertising and set to run through fall, is a combination barometer, thermometer, hygrometer by Honeywell for $3.50 ("worth three times as much").

■ Reactions have been mixed about Texaco's heavy reliance on premiums to lure customers. Some admen have argued that, in today's marketing hustle-bustle, traffic was the "main consideration."

Others reiterate that "Texaco should be more concerned about its product and company images, and not its 'giveaways'."

Some points are pretty clear: What happens to premiums in future Texaco campaigns will be a good indication of how the company has started to readjust its ad-sales strategy, and it undoubtedly has. Also, to quote one adman, Texaco will have "more scientific marketing and merchandising concepts" and "less dependence on ads, alone, to get a job done."

■ Texaco marketing strategy in the past has been guided by at least one master media plan, which went something like this: The company weighted several factors—national ads, local ad tie-ins in a list of key markets, profitability and distribution—before okaying schedules.

In 1959, according to an ADVERTISING AGE estimate, Texaco's total measured billings were $11,870,946. In 1960 it increased its budget about 10% across the board, and for 1961 the amount was dropped about 15% below that of last year. One official adjusted the current-year figure closer to $11,500,000.

This figure does not include about $1,500,000 spent annually by Texaco for sales promotion, collateral and the like. Nor does it involve the Texaco industrial products account, billing around $1,000,000, handled by G. M. Basford Co.

■ The company's over-all ad planning has been master-minded, according to reports, by a Texaco group consisting of John H. Childs, general manager of advertising and sales promotion; John W. Green, vp in charge of domestic sales; Marion J. Epley Jr., senior vp in charge of worldwide sales; James F. Coogan, ad manager (successor to Donald W. Stewart, who resigned in June, 1959, over "a clash of personalities"), and Raymond Apy, sales promotion manager.

Texaco's chairman and chief executive officer, Augustus C. Long, who came up through the company's sales ranks, has been described as "a strong exec type who bosses an outfit that's tough in every way." A company spokesman, however, said that Mr. Long had "delegated complete authority" to Mr. Childs and his associates in selecting a new agency.

■ Observed one industry official: "You can talk about Texaco changing agencies, but the thing to watch is the company's 'balancing act.' Note how its crude oil production, refining runs and products sold daily are just about identical in volume.

"That's because Texaco has a good battle going at the crude level, where it has a pretty good hold. But what it needs now, in phase two, is strong marketing of the end products to sustain its hold. That's where the advertising comes in. You may find Texaco gas sold pretty much like Gleem toothpaste."

■ West Coast oilmen, harried by the lemming-like rush of eastern competitors into the fat California market, had too many troubles of their own this week to theorize much on the apparent general uneasiness in the marketing end of the business.

Where once the West Coast marketing wars were confined to a few "majors" and several smaller independent oil companies, several "outside" companies—including such big gasoline guns as Gulf, Continental, Humble (Jersey Standard) and American Oil—over the past 18 months have extended their western marketing reach via a concentrated campaign of station construction and distributor acquisition, with emphasis on the latter.

A year ago, for example, Gulf Oil Co. established an overnight franchise in the gas guzzling west via acquisition of Wilshire Oil Co. This was followed with purchase of Douglas Oil Co., another sizable California independent, by Continental Oil Co. Humble Oil & Refining also carved out a market in California and other western states via purchase of three independent marketers over the past 12 months. Humble is currently negotiating for two more independent station operators in central California.

Finally, American Oil Co., while currently not represented in far western markets, has announced its intention to move initially into California, Arizona and New Mexico within the next six months. To slice the gallonage pie even thinner, a British company, Ultramar, has also got into the act via the purchase last year of Golden Eagle Refining, a Los Angeles company that operates several retail outlets in Southern California.

■ At stake in the westward scramble is a gasoline consumer market unequaled in the world.

In 1960, taxable gallonage sales for California totaled 5.7 billion gals., with the bulk of the market shared by Standard of California (1.2 billion gals.), Shell Oil (622,000,000), Union Oil (581,000,000), Mobil (545,000,000), Richfield Oil (535,000,000), Tidewater Oil (490,000,000), Texaco (438,000,000), Wilshire (227,000,000), and Signal (208,000,000). According to the latest tabulation of tax paid fuel sales in California, Texaco still trailed behind the "majors" with an April taxable gallonage total of 37,000,000. And how the invasion by outside competition will affect the lineup of a year or two hence is anybody's guess.

Against this background, western oilmen were reluctant to theorize this week on the reasons behind the rash of agency switches over the past 18 months.

Most state the obvious, that the oil business is simply a fiercely competitive business growing more competitive daily. "When you have a situation like this," said one adman, "you're more open-minded to suggestions from outside, competitive agencies. However, I don't think you'll find one overt case where an oil client canned the agency because of a tough marketing problem.

"We've got the same problems," he added, "but we don't use the agency as a whipping boy. You might get yourself a new agency, but then you discover that you've got the same damn problem of making some money at the gasoline pump."

■ Another adman of a big oil marketer: "You can't pin down anything to advertising. These moves aren't any more peculiar to the oil business than any other business, like foods, and a few of the realignments simply resulted from changes in the corporate setup."

Another: "This is probably a classic example of the thinking that when in doubt, fire your ad agency."

Simply stated, the problems that plague western marketers are essentially the same as those causing sleepless nights in the East—only more so. In the West, as elsewhere, major oil companies are bursting geographic bonds and are reaching out to heretofore untouched markets. Reversing a general trend, for example, is Standard of California, which has recently chopped out a toehold in the southeast via acquisition of Standard of Kentucky. Then there is the westward sweep of the eastern-based oil marketers.

All of this, coupled with continuous problems of oversupply and low profit pricing, has caused a general girding of promotional loins within the industry, plus a vague and unsubstantiated feeling, oilmen say, that with the emergence of gasoline marketing on a national scale an entirely fresh approach is needed. And the best way to get a new approach, the thinking goes, is to get a new agency.

• Perry Brand, vp of Clinton E. Frank Inc., Chicago, which has been handling the Continental Oil Co. account since Dec. 1, said the agency shifts are part of a "tremendous rebirth of marketing in the oil business."

Overproduction of oil in recent years, he pointed out, has forced oil companies to "take a much closer look at how to solve this problem." A change in agencies, Mr. Brand said, is only one result, as the oil companies realign their entire marketing organizations.

• Paul Belknap, account supervisor at Needham, Louis & Brorby, Chicago, which handles Humble advertising in the Chicago area, also mentioned the overproduction problem as paving the way for a more intense interest in marketing by the oil industry. "It's a symptom of the fact that the industry is more competitive," he said.

An oil company official with knowledge of the independent field mentioned expansion by some oil companies, plus changing internal situations for others, as reasons for the unsteady agency situation.

One adman was of the opinion that agencies for some of the big companies became complacent, and when oil supply passed demand, new agencies moved in with strong presentations offering solutions to the new marketing problems.

• The marketing head of one leading oil company said agency changes are the result of "so much increase in competition for patronage at the service station. Very often, in speculating why sales results are poor, companies ignore a lot of things in the marketing mix and fire the agency."

He also noted that oil companies with extensive foreign holdings are increasing their efforts on the domestic marketing scene, since political unrest threatens future income from foreign operations.

Referring to the Texaco switch he commented: "Cunningham & Walsh was selling barometers instead of building an image."

$48,500,000 in Oil Account Shifts in 1960-'61

Account	To	From	Billings
Cities Service	Lennen & Newell	Ellington & Co.	$ 3,500,000
American Oil	D'Arcy	Joseph Katz Co. of New York	$5,000,000-$6,000,000
Mobil Oil (General Petroleum)	Compton	Stromberger, LaVene & McKenzie	$ 1,000,000
Shell Oil (except institutional and chemical accts.)	Ogilvy, Benson	J. Walter Thompson	$11,000,000
Shell of Canada	Ogilvy, Benson & Mather	J. Walter Thompson	$ 1,500,000
Standard Oil of N. J. (institutional)	Needham, Louis & Brorby	Ogilvy, Benson & Mather	$ 1,000,000
Union Oil Co. of Cal. (broadcast only)	Young & Rubicam	Erwin Wasey, Ruthrauff & Ryan	$ 3,000,000
Continental Oil	Clinton E. Frank Inc.	Benton & Bowles	$ 3,500,000
Standard Oil of Indiana (institutional)	MacManus, John & Adams	Batten, Barton, Durstine & Osborn	$ 600,000
City Services (Canada)	Thornton Purkis Ltd.	E. W. Reynolds	$ 200,000
North Star (Canada)	Ogilvy, Benson	McConnell, Eastman	$ 200,000
Mobil Oil	Ted Bates	Compton	$ 6,000,000
Texaco Inc.	Benton & Bowles	Cunningham & Walsh	$11,500,000

KQBY Sold to Atlass

KQBY, San Francisco radio station, has been sold to the new Atlass Broadcasting Co., Los Angeles, pending FCC approval. Frank Atlass, who has operated a Los Angeles radio tv production company for the past several years, placed the purchase price of the station at $600,000. Sherwood R. Gordon, former owner, operates KSDO in San Diego and KBUZ in the Phoenix area.

Rosenzweig Joins KPLR-TV

Saul Rosenzweig, formerly vp and general sales manager of WLOS-TV, Asheville, N.C., has been appointed vp and general manager of KPLR-TV, St. Louis. He fills a post left vacant a few months ago by Russ Raycroft, who joined Official Films.

Int'l Biochemical Picks Agency

International Biochemical Corp., Miami, manufacturer of a new series of "hormone-like" products for treatment of burns and skin irritations, has appointed the Miami office of Jones, Brakeley & Rockwell to handle its advertising.

Survey Reveals 42.6% of Agencies Use Some Automation

NEW YORK, July 5—Agencies are pretty much agreed that electronic data processing, known as EDP, saves them time and money.

That was one finding in a survey conducted by Associated Sales Analysts, which does independent data processing. The company polled 136 top agencies and got 48 replies.

The report said:

- 42.6% of the replying agencies use some type of EDP equipment. Of this equipment used, 20% is high-speed computers and 80% is standard tabulating equipment.
- 38.2% of the EDP users said "significant economies in time and money have been effected" with the mechanical brains.
- 63.2% of the shops own or rent the equipment, and 36.8% use outside service. One agency said it went outside "occasionally on special projects or during an overload period."

■ Agencies using EDP gave this breakdown when asked how they used the equipment: Market analysis, 8%; consumer impact studies, none; media evaluation and cost estimates, 16.2%; accounting, 40.6%; and billing, 35.1%. Other applications listed were: Agency personnel file; order processing for sales aids to dealers; cost control; cost analysis; cost accounting; newspaper, magazine and broadcast insertion order writing; billing and paying; and check writing.

Users said that, in 87.5% of the cases, a single person in the shop was in charge of all EDP applications, while 12.5% split the tasks among department heads. The one-man post went under any one of a bevy of titles: Controller; assistant treasurer; treasurer; IBM supervisor; director of data processing; tabulating supervisor; manager, data processing methods; data processing manager; and director of electronic data processing and systems.

Agencies were less exuberant about extending their use of EDP than they were in describing its savings. Some 57.7% said they planned to use more; 42.3% said they wouldn't.

At the same time, 69% reported that no educational program had gone on inside the shop to "acquaint personnel with the advantages and basic features of EDP."

Also, there were 57.9% who said their branch offices had not been integrated into their EDP setups.

■ Of the non-users, 53.8% told Associated Sales Analysts that they were studying, or intended to investigate the possibility of using EDP. The other 46.2% gave a "no" answer.

Associated Sales Analysts said the survey clearly indicates that EDP is "beginning to gain acceptance in the advertising business, after being solidly established in other businesses, professions and industries."

Bearing out a previous ADVERTISING AGE report (AA, May 29), the company said that accounting and billing are the main applications of EDP right now, but that automation is being applied more and more to market analysis, media evaluation and cost estimates.

STANDARD RATE SETS ELECTRONIC DATA UNIT

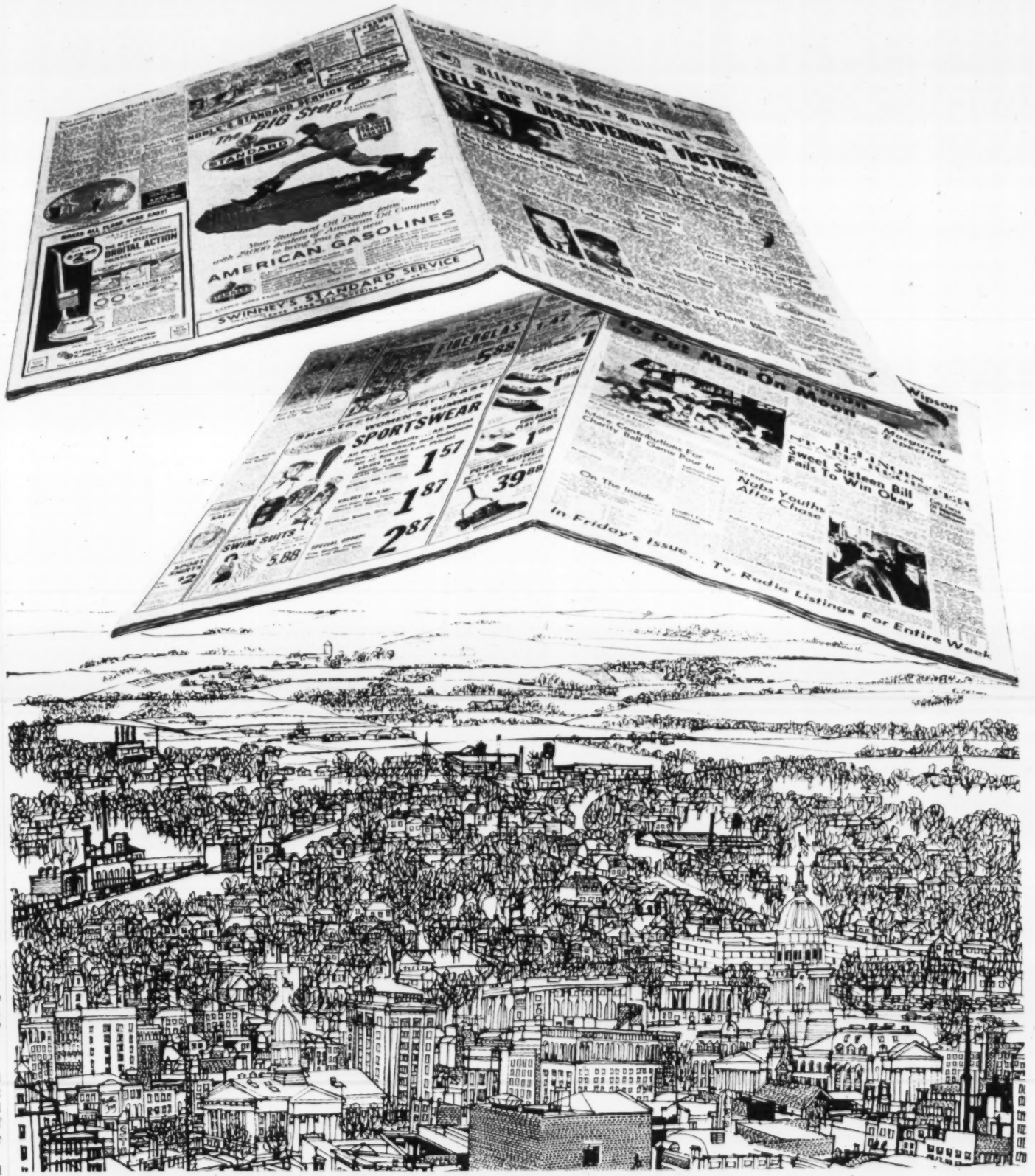
NEW YORK, July 5—Standard Rate & Data Service has gone into the electronic data processing business with the establishment of a subsidiary, SRDS-Data.

Phillip W. Wenig, vp of SRDS' research division, has been named president of the new venture. It will also include the expanded functions of Barnard Inc., a 20-year-old tabulating and research outfit which SRDS bought last October. Mr. Wenig had been a vp and general manager of Barnard.

■ SRDS Research and SRDS Data are in the process of moving from Skokie, Ill., where the parent corporation has its headquarters, to 432 Park Ave. South, in New York.

Wyman Adds Two Accounts

Wyman Co., San Francisco, has been named to handle advertising for American Enterprises, San Mateo, manufacturer of "space age" toys. Wyman also has been named agency for Hill Magnetic Products, Menlo Park, manufacturer of transformers and reactors.



covering a capital market

SPRINGFIELD is the capital of Illinois and the sales capital for an eleven-county area in the heart of the state. The city and the entire market are covered and sold best by two historic newspapers: *Illinois State Journal* and *Illinois State Register*. They offer you 100% coverage in Sangamon County (Springfield) and 60% in the total trading area. Both newspapers are ideal vehicles for test campaigns in a market that's made to order for testing – prosperous, diversified, stable.

Illinois State Journal | ILLINOIS STATE REGISTER

"THE RING OF TRUTH" Copley Newspapers

15 Hometown Daily Newspapers covering Springfield, Illinois – Northern Illinois – San Diego, California – and Greater Los Angeles. Served by The Copley Washington Bureau and The Copley News Service. REPRESENTED NATIONALLY BY NELSON ROBERTS & ASSOCIATES, INC.

Container Cites Ayer's Account Diversity Among Its Reasons for Staying with Agency

CHICAGO, July 5—Container Corp. of America has decided to blaze new marketing trails with the help of an associate of long standing.

The company last week announced that it will retain N. W. Ayer & Son, its agency for 25 years (AA, July 3). The move came just a few days before a previously announced termination date between agency and client.

The decision followed a long, leisurely stroll through the Chicago agency vineyard by Container Corp. It began last December, when the company said it was seeking a new agency to replace Ayer (AA, Jan. 2).

Ralph Eckerstrom, director of design, advertising and public relations, said he had been in contact with more than 50 agencies, although only four made formal presentations to Container's top management. The four were Chicago-based, but the company did not identify them.

■ The company retained Ayer, Mr. Eckerstrom said, because the agency shifted all of its creative work on the account to Chicago—with the exception of the "Great Ideas" ad series, which will continue to be handled by Ayer headquarters in Philadelphia—and broadened its marketing services.

"Ayer's diversity of accounts also matches ours," he pointed out. "We service a wide variety of industries, as does the agency."

Mr. Eckerstrom explained that Container Corp. is expanding its marketing services to customers, providing them with information on all aspects of marketing in their particular fields, rather than just their packaging problems.

In this area, the agency will complement Container's own marketing staff in supplying marketing information for customers.

■ Mr. Eckerstrom detailed some of the things Container Corp. is doing to expand its marketing services.

It maintains a permanent consumer panel of 10,000 housewives in Park Forest, Ill. (a Chicago suburb), which is polled for reactions to new packaging or other marketing innovations.

It is also sponsoring a series of marketing seminars throughout the country, at which customers, potential customers and agencies are invited to sit in. The third in the series is scheduled for Oct. 3 in New York. "These are of an institutional nature," Mr. Eckerstrom said. "We don't try to sell Container Corp. during the seminars. However, we've been surprised at the response we've gotten from our first two."

Container and Ayer are now formulating a new advertising campaign. One part will consist of print ads detailing the company's contributions to a particular industry; it will run in management publications.

A second campaign will run in *Time* and other news magazines, and will be of a more general nature. These will be interspersed with the company's "Great Ideas of Western Man" institutional series—now running in *Time*—which features modern art. The series, a pet of the late Walter Paepcke, chairman of Container, was cut back this year to make room for ads more directly concerned with selling products.

■ Thomas G. Watson Jr., vp and manager of Ayer's Chicago office, told ADVERTISING AGE: "We are extremely pleased Container Corp. has seen fit to retain us. It's a credit to the things we've done and a vote of confidence for the things we can do in the future."

He said Ayer, Chicago, has added no extra personnel to keep the account, but did assign a new two-man account team to Container Corp.

The company reportedly budgets between $400,000-$500,000 yearly for advertising in commissionable media. ≠

Medics Hit Report in 'GP' Saying Shavers Don't Irritate Skin

KANSAS CITY, July 5—*GP*, monthly journal published by the American Academy of General Practice, gives the "other side" of the shaving-and-skin story in its current issue by printing letters from three doctors who criticize the dermatologists' report which appeared in the March issue.

That issue carried a report by a trio of doctors who concluded that shaving with an electric razor greatly reduces skin irritation. These doctors had been working under a grant by Remington Rand division of Sperry Rand Corp., which subsequently used the article as the basis of a heavy ad campaign (AA, May 15). Subsequently, Schick Inc. also quoted from the report in advertising for its new Schick Compact electric shaver (AA, June 26).

■ In the current issue of *GP*, the three other doctors, writing separately, said the report was not scientifically sound. Dr. H. Jack Geiger, of Harvard Medical School, said the report reached "unwarranted conclusions" and involved "apparent commercialism."

Dr. Jeff Davis, a skin specialist from New York, also disputed the findings and said that in some cases he has noted that using disposable blade razors has some advantages over electric razors in clearing up infectious skin conditions.

The third critic, Dr. J. Herbert Nagler, Philadelphia, disputed the statement that an electric shaver can aid in clearing up acne.

The authors of the original article were Drs. Edmund F. Finnerty Jr., Boston; William R. Hill Jr., Harvard Medical School; and Salvatore J. Messina, Boston University Medical School. ≠

General Mills Introduces Potato Salad, Pan Fry Potatoes

General Mills, Minneapolis, will use four-color r.o.p. newspaper pages in July and August, plus spot television to introduce two new Betty Crocker "cookbook dishes," potato salad and Pan Fry potatoes. The potato salad may be used for both cold and hot German potato salad. The "crinkle cut" Pan Fry potatoes require only one pan for cooking and frying.

In September, General Mills will launch the heaviest potato advertising promotion in its history for the two new products, in addition to Potato Boats, mashed, scalloped and au gratin potatoes. Ads are scheduled in *Family Weekly*, *Parade*, *This Week Magazine* and independent supplements. The campaign will be augmented by sponsorship of the NBC "Day Report" news program. Knox Reeves Advertising is the agency.

Int'l Shoe Boosts Shaffer

M. Robert Shaffer, formerly marketing manager of men's and boys' shoes of International Shoe Co., has been named director of marketing of all St. Louis sales divisions of the company. He will be responsible for sales, marketing and merchandising of International's general line and specialty divisions.

MEASUREMENT—*This is one of two color-bleed spreads aimed at business men in the chemicals field which the chemicals division of Olin, Baltimore, ran in Chemical Week during June and will run in Business Week in July. VanSant, Dugdale & Co., is the agency.*

Advertiser, Agency Must Help Improve TV to Protect Own Stake in Medium: Weiss

CHICAGO, July 6—Advertisers and agencies must accept the challenge of creating television programs which genuinely serve the public, "because it's the only way to stave off controls, coercion and censorship in the long run," according to Edward H. Weiss.

Mr. Weiss, president of Edward H. Weiss & Co., said, in letters addressed to the seven members of the Federal Communications Commission, that creation of better program concepts must be done by the advertising industry as well as the broadcast industry if governmental control is to be avoided.

■ He cited the daytime specials for women presented by Purex Corp., South Gate, Cal., on NBC-TV this past season (AA, Nov. 21).

"As agency for Purex network tv, we believe these programs prove that effective advertising and informative, mature programming are not only compatible, but that they are often inseparable," Mr. Weiss said.

"Dynamic new programming ideas can and do originate in advertising and, indeed, should come out of advertising." ≠

Purex Has Own Ideas On TV Ads, Programming

SOUTH GATE, CAL., July 6—Purex Corp. itself is no slouch when it comes to analyzing tv.

It created a three-point "honest advertising" policy (AA, May 9, '60).

And it believes that advertisers should not meddle in tv production.

Purex advertising director, Leslie Bruce Jr., has said (AA, Nov. 21, '60), "Censorship by the advertiser of the content of a tv program would endanger any dramatic or historical values the program might possess. It would be comparable to trying to control the content of any magazine or newspaper in which we advertise."

Radio Sales Bureau Formed to Promote Medium in Canada

TORONTO, July 6—The Radio Sales Bureau, with headquarters here, has been formed to promote radio as an advertising medium in Canada.

Sponsored by members of the Canadian Assn. of Broadcasters, the bureau will be headed by Charles C. (Bud) Hoffman, sales and business consultant, who has been named president. Allan Waters, vp-radio of the Canadian broadcasters group, is the bureau's first chairman.

The bureau, modeled after the Radio Advertising Bureau in the U.S., will conduct research on radio advertising, provide information to advertisers and agencies and seek to bring new advertisers into radio. ≠

Jack Packard Adds Two

Jack Packard Co., Glendale, Cal., has been named to handle advertising for Missimers Inc., Glendale, maker of refrigeration equipment, and for Fortner & Perrin, Glendale, manufacturer of garment hangers, shoe trees and other wardrobe accessories.

Norse Succeeds Straub

George W. Straub has retired as vp-western art director of Outdoor Advertising Inc., Chicago. Mr. Straub joined the company in 1943 and was appointed a vp in 1958. John Norse, formerly assistant western art director, has been appointed western art director.

CBC Ad Revenues Drop 1.5% as TV Competition Grows

MONTREAL, July 6—As new competition from private tv stations in the big cities started biting into its advertising revenues, the Canadian Broadcasting Corp.'s need for federal funds to covers its costs rose by 13.4%, to $59,288,476, in the last fiscal year. What's more, the financial effects of this competition will get worse, the CBC said in its annual report made public in Parliament today.

The publicly-owned corporation indicated that, as a result, its calls on the federal treasury will grow larger.

The report for the year ending last March 31, showed the CBC's budget topped the $100,000,000 mark for the first time.

Total expenses reached $100,952,825, an increase of $6,913,060, or 7.4%, over 1959-'60 outlays of $94,039,765, when expenses rose by 7.7%.

But gross advertising revenues from tv and radio dropped by 1.5% to $37,601,651 from $38,162,337, in sharp contrast with the 18.3% gain the previous year in ad revenue yields. The total was some $1,500,000 short of goals set for CBC salesmen in their drive for commercial revenues. ≠

'Inquirer' Edition Goes Daily

The *Philadelphia Inquirer* has started daily publication of its New Jersey edition, previously published only on Fridays. It will extend coverage to all eight South Jersey counties.

Wilkins Drive Introduces Its New Instant Tea

WASHINGTON, July 5—Wilkins Coffee Co. has introduced Wilkins instant tea, a new product, in the District of Columbia market with a saturation campaign using radio, television and newspapers. The ads emphasize the convenience and ease of making a glass of iced tea with the new Wilkins product.

Tv spots show a glass of tea being made; an accompanying jingle says:

Put in the tea,
Add water from the faucet,
It's easy you see;
Stir it up, put in the ice,
M-m-m-m-m now isn't that nice!
Buy some Wilkins Instant Tea,
You'll be glad as glad can be.
And incidentally so will we."

The final line is delivered by a Wilkins "driver," who has been stocking a grocery shelf.

■ The same jingle is being used on radio with live announcer copy. The radio spots are not run unless the temperature is 70° or above.

Newspaper ads are a storyboard

of the television commercial.

Special tea carts have been placed in major shopping centers in the Washington-Virginia-Maryland area, with distribution of free samples. The tea cart promotion was held in cooperation with Washington broadcast media.

Television stations being used for the Wilkins instant tea campaign are WMAL-TV, WRC-TV and WTOP-TV. Radio stations are WEAM, WMAL, WOOK, WRC, WTOP and WWDC.

W. B. Doner & Co.'s Baltimore office handles the Wilkins Coffee account. ≠

Rollins Acquires Tribble

The Tribble outdoor advertising interests in 100 Texas cities have been acquired by Rollins Broadcasting. Tribble Advertising Co., with headquarters in San Antonio, was founded in 1902. Mrs. Helen Tribble Mays, president and operating partner of Tribble Outdoor, will continue as a vp and operating manager of Tribble. Rollins operates radio and tv stations in New York; Chicago; Indianapolis; Charleston, W. Va.; Mobile; Norfolk; Plattsburgh, N.Y.; and Wilmington, Del.

Rival Gives Silver Dollar

Rival Packing Co., Chicago, is offering purchasers a silver dollar in exchange for 20 Rival labels in a new multiple-purchase promotion. The offer, running through Sept. 30, is being promoted via radio, Sunday supplements and newspapers, throughout the East, Southeast, and Midwest. Needham, Louis & Brorby is the agency handling the campaign.

Lee De Forest, 'Father of Radio,' Is Dead at 87

HOLLYWOOD, July 5—Dr. Lee De Forest, 87, "father of radio," died Friday night at his home here.

Dr. De Forest's invention of the audion tube in 1906 led to the development of the radio and tv industries; yet he was one of the staunchest opponents of some of the uses to which the industries have been put.

"I have lost no opportunity to cry out in earnest against the crass commercialism, the etheric vulgarism of the vulgar hucksters, agencies, advertisers, station owners—all who, lacking awareness of their grand opportunities and moral responsibilities to make of radio an uplifting influence, continue to enslave and sell for quick cash the grandest medium which has yet been given to man to help upward his struggling spirit," he wrote in his autobiography.

On the 45th anniversary of Dr. De Forest's invention, in 1952, former President Herbert Hoover appealed to Dr. De Forest, a longtime friend, to produce another invention to enable people to get even with broadcasters who subjected them to singing commercials and "huckster chatter."

"He has some grave matters to answer for," Mr. Hoover said. "He has made it possible to transmit the worst music on earth—and political speeches."

■ Dr. De Forest was responsible for more than 300 patents. In recognition of his work, the National Assn. of Broadcasters feted him in 1958 as the originator of modern electronics.

Dr. De Forest ran through four fortunes while working on his inventions. As late as 1957, when he was 84, Dr. De Forest received a patent on an automatic dialing device for telephones. He retired in 1958.

FRANK COFFIN

PORTLAND, ORE., July 5—Frank H. Coffin, 50, local sales manager of KOIN-TV, died June 27 after a long illness. One of the Pacific Northwest's best known broadcasters, he was a 23-year veteran of the business. He joined KOIN-TV in 1953 as sales manager.

ERNEST C. WHITEHEAD

BRANDON, MAN., July 6—Ernest Christie Whitehead, 65, publisher of the *Brandon Sun*, died here yesterday after a long illness.

Mr. Whitehead became publisher in 1941, succeeding his father, who had owned the newspaper since 1905.

Mr. Whitehead was president of the Canadian Daily Newspaper Publishers Assn. in 1951-'52 and was a director at his death. He was also a director of the Canadian Press, a national news-gathering cooperative, from 1945 to 1947. #

Starrs Adds 2, Boosts 2

Traders Graphic, Morristown, N. J., investment monthly, and Sally of Switzerland, New York, women's shoe salon, have named John Patrick Starrs Inc., New York, to handle their advertising. The agency has elected Nicholas di Russo, exec vp, and James A. Falborn, vp and account supervisor, directors.

Cannon, Domitrovich to Carey

Jim Cannon and Paul M. Domitrovich have joined Len Carey Inc., Honolulu, as account executives. Mr. Cannon was formerly with Lund-Heitman Smith Advertising, Honolulu. Mr. Domitrovich formerly was a radio-television producer with Campbell-Ewald Co., Detroit.

Rudden, Brennan Join Glenn

John P. Rudden has joined Glenn Advertising, Dallas, as an account executive on the Lone Star Brewing account and Thomas D. Brennan has joined the agency's Fort Worth office as an account executive. Mr. Brennan, formerly national sales manager of the Great Western Foods Co. and merchandising director of the Cryovac division of W. R. Grace, has been assigned to developing new business and will assist on the Worth Food Markets account. Mr. Rudden was formerly an account supervisor of W. B. Doner & Co., Chicago, and vp of sales and advertising of Kingsbury Breweries, Manitowoc-Sheboygan, Wis.

Boedeker Retires at Goodyear

Arnold E. Boedeker, director of art and exhibits of Goodyear Tire & Rubber Co., Akron, has retired after more than 45 years' service. Earlier this year, Mr. Boedeker was awarded the silver medal, presented jointly by the Advertising Federation of America and *Printers' Ink*.

Allston, Smith Adds 3 Accounts

Allston, Smith & Somple, Greenwich, Conn., has been named to handle advertising for three accounts. They are Style Footwear Co., South Norwalk, shoe manufacturer; Clark Metal Products and Bridgeport Moulded Products, both of Fairfield, Conn.

California General to Canaan

California General, San Diego, fabricator of components for missiles and rockets, has appointed Jack Canaan Inc., San Diego, to handle its advertising. Canaan has appointed Alvin J. McGowan, formerly with Barnes Chase Co., an account executive.

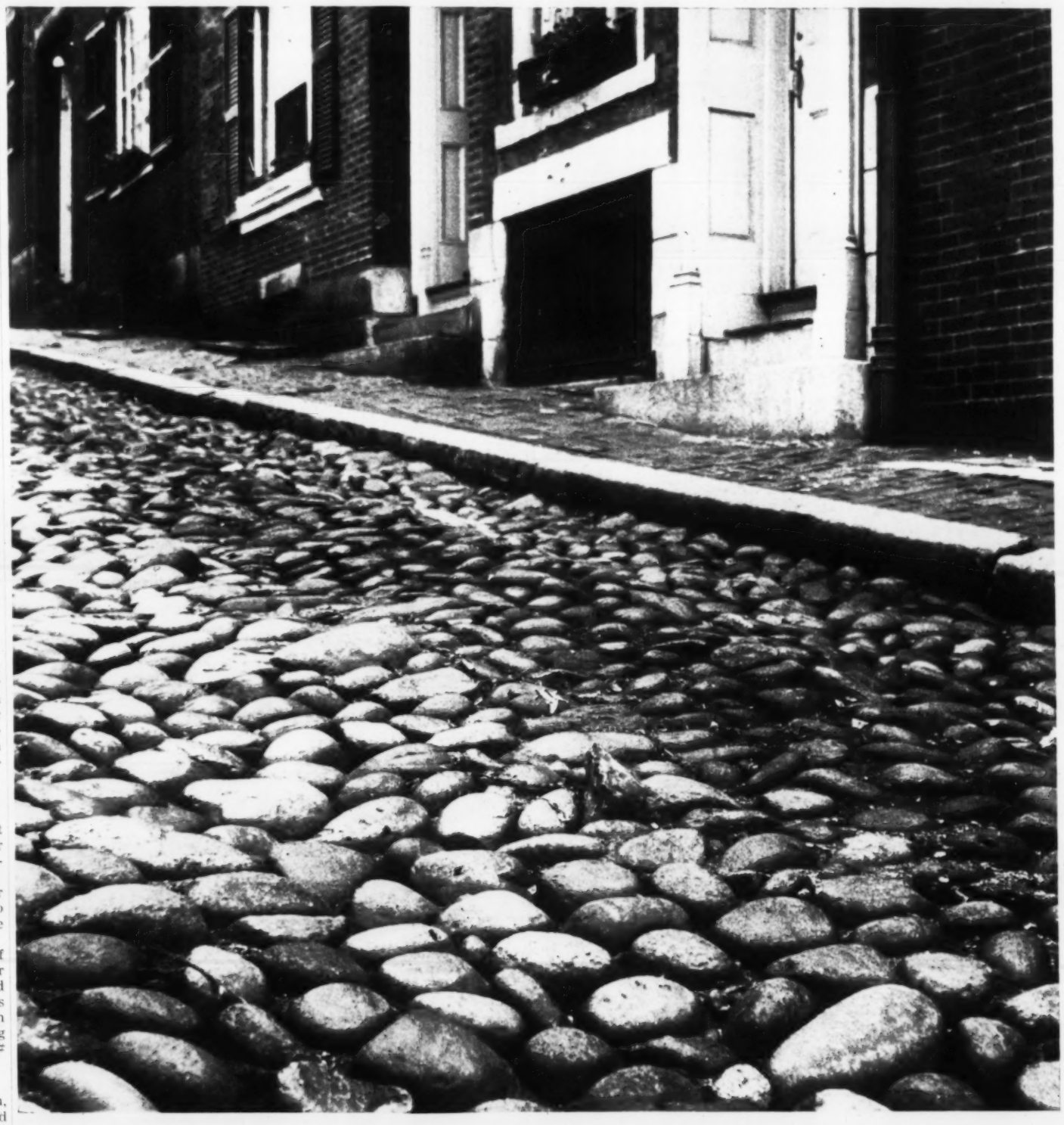
ON AIR . . . PAGE . . . SCREEN

Your Script or Copy may carry the hazard of claims for LIBEL, SLANDER, INVASION OF PRIVACY, VIOLATION OF COPYRIGHT, PIRACY, PLAGIARISM.

You CAN'T pull the words back, but you CAN have our Unique Excess Insurance to cushion the loss — adequately and inexpensively. Write for details and rates.

EMPLOYERS REINSURANCE CORPORATION

21 W. Tenth, Kansas City, Mo.
New York, 107 William St.
Chicago, 175 W. Jackson
San Francisco, 100 Bush St.



Take a good look – they're going fast

The cobblestones on Boston streets, like so much else of old Boston, are on the way out, torn up and thrown away.

Boston's changing — new expressways, new buildings, new industries, new excitement and new No. 1 newspaper — The Boston Globe. The Globe now leads the Herald-Traveler in total net paid circulation.

To help you understand the significance of the new figures, The Globe has ready now the results of a study of Boston newspaper audiences, conducted in consultation with the Advertising Research Foundation. It reveals many facts extremely favorable to The Globe.

For your copy of the brochure, "The Buying Bostonians" and a look at the results of "The New Boston" study, call your Million Market Man today.

There's a new Boston and The Globe is its #1 paper

MORNING • EVENING • SUNDAY • A MILLION MARKET NEWSPAPER: NEW YORK, CHICAGO, DETROIT, LOS ANGELES, SAN FRANCISCO

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1960 — 50,026

HELP WANTED

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
134 E. Erie St., SU 7-2255, Chicago

SON HOME FROM COLLEGE?
Graphis Arts Buyer is seeking 100 high type subscription sales representatives for a summer sales drive. GAB is a dramatically successful, top quality, regional publication, selling for $9 year, now going national. Most cities in U.S. represent virgin markets with hundreds of legitimate prospects in the advertising and sales promotion field. This is a genuine opportunity for aggressive men to earn $100-200 per week under a high commission plan. Write **Publisher, GAB, 1023 Race Street, Philadelphia 7, Penna.**

MOLENE PERSONNEL SERVICE
publicity ..... editors
adv. managers ..... copywriters
artists ..... media ..... production ..... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

INTERNATIONAL ADVERTISING SALESMAN
wanted for New York Bureau of the European Herald Tribune published in Paris. Space selling experience essential. Salary open. Mail resume and references to **Hayman Miller, N. Y. Herald Tribune, 230 West 41 St., N. Y. 36.** This is an opportunity for an intelligent, aggressive younger man to make high-level contacts in a fast-growing fascinating field.

ADVERTISING SPACE SALESMAN
New York Food Trade Publication to set up Chicago office with an experienced space salesman to cover the entire Midwest territory. Excellent opportunity for right man. Salary, commission and travel expenses. Write fully, indicate minimum salary.
Box 5028, ADVERTISING AGE
630 Third Ave., New York 17, New York

LET'S MERGE OUR INTERESTS
If you are an account executive with established billings and anxious to expand your earnings, or if an agency being throttled by mounting costs, here is an opportunity to associate with a Chicago agency with an excellent reputation and credit rating.
Box 812, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HELP WANTED

Advertising-Promotion-Publicity Manager
The Merchandising Manager said, "This is the job I would really like." This is that unusual opportunity. The firm is medium sized, located in the mid-west, manufactures consumer products for a style quality sophisticated market with national distribution. The successful candidate must be outstanding in producing creative work, must write good copy for catalogs and ads, as well as product publicity releases. He will supervise catalogs, collaterals and ads from layout through photography and final printing. He will be responsible for all media and publicity contacts, and be a liaison between agency, media, and the home office. He must be personable, forceful and produce with the minimum of supervision. Must locate in the mid-west town but will spend ten to twenty, three day weeks in New York City contacting editors, etc. If you qualify, an interview will be arranged, write to:
Box 5020, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

ATTENTION ALL AD MGRS, AGENCIES and Acc't execs. Need a good, young merchandising mgr, ass't ad mgr, or ass't AE who has 3 yrs sales and 1 yr marketing experience with top drug firms, both proprietary and ethical? Has formal grad training in adv & mkg. Knows what it really means to move merchandise off shelves of drug and food stores. Hard worker, self starter.
Box 5029, ADVERTISING AGE
630 Third Ave., New York 17, New York

AD/designer, heavy collateral exp., strong on type; NSAD award; seeks agency, studio, top printer. Married, 39, $10M min.
Box 5030, ADVERTISING AGE
630 Third Ave., New York 17, New York

VISUAL AID FILM
8 mm Sound on Films
Color—Black-White
Educational, Commercial, Industrial, etc.
Special Rates: Magnetic
Post-Striping—8-16-35 mm
John M. Moser, Inc. MU 7-1230
19 W. 44 NY 36 9AM-5PM

POSITIONS WANTED

ART DIRECTOR AND LAYOUT MAN
Wants better position. 14 yrs. wide exp. fine printing plant and agency art depts. Excellent art school & college background. Top creativity. Will work on trial basis. Accept at once. Only well rated agency, art studio, or major company art dept. Write: **Howard H. McGinnis, 2401 36th St. Parkersburg, W. Va. Phone GArfield 8-2095**

ADV, PUBLISHING & PR PERSONNEL
We Specialize. All Categories. Male & Fe
Exclusive: Secretaries from England
Maxwell Employ Agcy, 18 E. 41, LO 4-1740

MARKET RESEARCHER
& Writer. Near Phd sociologist with 5 yrs. scrambled experience in marketing & market research, & industrial relations. Desire clean break into top Agency or good Company. Married, Age 32.
Box 5005, ADVERTISING AGE
630 Third Ave., New York 17, New York

EXECUTIVE SECRETARY/ASSISTANT
10 yrs. top level ad agency exp. Fine skills plus media buying. Want to assist busy boss in adv. or PR. Personable.
Box 5031, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

Exceptional opportunities in various sections of U.S. Qualified men currently calling on legal profession and related fields to supplement line with widely accepted income increasing service. Excellent commission for go-getter. Exclusive territory that can yield unusual income.
Statewide Jury Verdicts
333 Williamson Bldg., Cleveland 14, Ohio

PUBLISHER'S REPRESENTATIVES
Wanted for exclusive territories in East and South. Ohio based industrial publication, circulation 30,000.
Box 5032, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES AVAILABLE

NEED AN ENGINEER WHO CAN WRITE
BS MS & PE/EX EDITOR-IN-CHIEF
Box 5033, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CONSUMER-PRINT
WRITER WANTED
We're looking for a writer with enough experience to pull his load right away—and enough potential to grow along with us. A print background in food and consumer hard goods will help you land a job that includes a profit-sharing plan, retirement fund, life insurance and the opportunity to buy stock. We're a 10-million, 4-A agency. How about you? Tell us all about yourself (including your current base salary) in a letter to:
LARRY O'NEILL
Vice President and Copy Chief
VANSANT, DUGDALE & CO., INC.
15 E. Fayette St., Baltimore 2, Md.

CREATIVE DIRECTOR copy 25-35M
MARKETING DIRECTOR agency .16-20M
MEDIA MGR print & TV 12-16M
ART DIRECTOR agency 12-18M
AD MGR financial b/g 12-16M
AD MGR farm products 11-13M
PUBLIC RELATIONS food co...10-14M
A.E. grocery merchandiser....14-17M
COPY CHIEF consumer 12-14M
Send Us 2 Complete Resumes, Including Past Earnings
WALKER
83 So. 7th St., Minneapolis, Minnesota

COPYWRITER WANTED
Growing, congenial, small city agency group in Eastern Pennsylvania needs versatile, down-to-earth man (or woman) with the ability to ferret out facts, spark sound creative ideas and follow through, producing imaginative selling copy. Publicity experience helpful. Excellent potential for a real sparkplug. Wonderful living conditions.
Box 809, ADVERTISING AGE
630 Third Ave. New York 17, N. Y.

BUSINESS OPPORTUNITIES

MAGAZINE FOR SALE
Special interest publication in outdoor field available to responsible publisher. 15,000 paid circulation through direct mail. Offers tremendous possibilities for newsstand development. Current publisher interests in other fields. For information, write
Box 5034, ADVERTISING AGE
630 Third Ave., New York 17, New York

MISCELLANEOUS

'60 SCHOONER FOR CHARTER
Ideal for vacations, entertaining or contests summers—Long Island winters—Nassau full info brochure: **Charmian, Inc. 2237 Delamere Dr., Cleveland 6, Ohio**

Reputable, recognized land developer wants high calibre advertising firm willing to invest their time and money for mail order sales of Florida land ranging from lots to 5 acre tracts. Agency works on sales commission basis which provides maximum incentive. This is a tried and proven method, neighboring competitive deals have produced six figure agency profits. All land offered is high, dry and choice. Agency must have direct mail "know-how" and financial backing.
Box 5035, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPY-CONTACT MAN FOR MILWAUKEE-AREA ADVERTISING AGENCY SERVICE
A real pro is wanted with emphasis on experience in hard goods. Salary & age open. Account supervisors handle about 75% of contact responsibilities. High commercial awareness is essential. Send resume to:
Box 811, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

1st... Get the Man
2nd... Call Burnham
Start your new man off with a worry-free move to his new job, his new city. The sooner he is settled, the sooner he will perform the job for which he was hired. Burnham Van provides a Personalized Moving Plan for employees that helps eliminate 50% of the problems of a new man in a new city. A sample packet of the Personalized Moving Plan is available upon request. You'll like the way it babies your new people. Write to Edward Swann, Burnham Van Service, 1632 Second Avenue, Columbus, Ga.

AMBITIOUS RESEARCH ACCOUNT EXECUTIVE WANTED
We have an opening for a young, ambitious, marketing research liaison man who is now blocked off at $10-12 thousand, and wants to reach into the $15-20 thousand orbit. You should have a good working knowledge of marketing research principles, practices and terminology. You should be able to hold your own in discussions that are not purely technical. You should have a personality that can persuade, convince and stimulate decisions. Have you? Can you? Write to Box #808 . . . pseudonym for a major national marketing research agency, which you can help make your future. We are located in the East. (Not N. Y.)
Box 808, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

DON HARRIS NEEDS:
TV-PRINT WRITER, national consumer brands including foods. Effective in client meetings. Sharp copy-problem analyst, fresh-theme creator ..... To $19M
TV-PRINT WRITER, experienced wide variety of accounts, mostly foods, other consumer ..... $14-$15M
AGRICULTURAL COPY-CONTACT, solid farm-market background. Some "Ag" degree desirable. Not a strictly routine writer for this big agency. For exceptional man ..... To $14,500
AE, RESEARCH-MARKETING background, food-store products experience. Major agency ..... $13-$14,500
TV-PRINT JR. WRITER now overshadowed in important agency by older writers, ready for better assignments in major agency that helps such writers keep growing $12M
AE, building materials, light construction to 40-plus ..... To $12M
ASSOCIATE MARKET RESEARCH DIRECTOR, marketing and research education, 2-3 years varied agency experience. Mid-20's to early 30's $10M
ASSISTANT to MARKET RESEARCH DIRECTOR. Major office of very big agency. Academic research basics plus 2 years consumer research ..... $7-$8M
RESEARCH ANALYST, consumer goods. Young MBA now exposed to wide variety of procedures in large agency research department ..... To $7,500
MARKET RESEARCH ANALYST, industrial, midwest. MMA or MBA candidate. Mid-20's or younger. 5-man department. Only limited experience required ... $6,600
DON HARRIS, DIRECTOR
Advertising & Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago WA 2-9400

CREATIVE HOUSE
PERSONNEL

This ad was written on the 4th of July—but it seemed more like Thanksgiving.

It suddenly dawned on us that, this week, we'll list more jobs than you'll probably find advertised in this entire issue.

No one knows better than we how frustrating it is to find a job—or to fill a job—in advertising.

So, we are thankful for the support you have given us—on both sides of the fence—to help build advertising's Number One Talent Center.

P.S.: It will also be Thanksgiving in July for anyone who can fill the following—

Account Executives

Supervisor (Cosmetics)	$35,000
Industrial	$22,000
Consumer goods	$20,000
Copy/Contact (Industrial)	$12,000

Art Directors

Exec. Director (Catalog)	$25,000
Package Designer	$15,000
TV/Print	$15,000
TV Storyboard	$15,000
Industrial/Consumer	$12,000
Print/Collateral	$10,000
Layout/Illus. (Industrial)	$ 8,500

Copywriters

Campaign Planner	$30,000
Consumer goods	$25,000
Senior Copywriter	$22,000
Cosmetics (Woman)	$20,000
Food/Sporting Goods	$13,000
Consumer	$12,000
Appliances	$12,000
Industrial	$11,000
Copy/Contact (Consumer)	$11,000
One-man Copy Dept.	$10,000
Media Promotion	$10,000
House Organ (General)	$ 8,500
House Organ (Electrical)	$ 7,500
Bakery Products	$ 7,500
Farm/Industrial	OPEN

Television

Writer/Producer	$18,000
Writer (Consumer)	$15,000
Writer (Insurance)	$12,000
Production Supervisor	OPEN
Writer (Films-TV)	OPEN
Writer (Industrial Film)	OPEN
Radio/TV Biller	OPEN
Radio/TV Traffic	OPEN
Residual Biller	$ 4,000

Media-Production

TV/Radio Time Buyer	$ 6,000
Media Trainee	$ 5,000
Media Secretary	$ 4,200

Research-Marketing

Medical Research	$15,000
Research Supervisor	$15,000
Market Analyst	$15,000
Research Analyst	$12,000
Research Typist	$ 4,000

Public Relations

Writer/Lobbyist	$10,000
Dept. Head	$10,000
Consumer goods	$ 7,500
Consumer goods	$ 6,000

Secretarial

Exec. Secretary (2)	$420 mo
Contract Typist	$390 mo
Biller/Bookkeeper	$350 mo
Print/TV Estimator (2)	$350 mo
Typist	$300 mo
Forwarder	OPEN

JACK BAXTER KNOWS ADVERTISING
ADVERTISING KNOWS JACK BAXTER
41 EAST OAK · CHICAGO 11 · DE 7-0001

Procter & Gamble

A Career Opportunity In Marketing Management

To qualify, you won't need specialized experience or schooling, but you must be a special type of man. You must have the ability to work smoothly with many types of people . . . the desire to assume important responsibility quickly . . . and a broad interest in advertising, sales promotion and marketing.

In short, you must be "promotable." Procter & Gamble's dynamic growth and expansion is continually creating executive positions that can be filled only from within (a strict P&G policy). That is why new men are given individual on-the-job training so they can accept responsibility immediately.

You would join a small group marketing a leading consumer product on a nationwide scale. You would be working with experts in P&G and our advertising agencies on marketing strategy and advertising execution, sales promotion, product development and financial planning.

If you have a good college background, and are confident of your business ability, imagination and good judgment, you should consider yourself a logical candidate for one of these career opportunities.

All qualified applicants will receive consideration without regard to race, creed, color, or national origin.

MAIL THIS COUPON TODAY FOR FURTHER INFORMATION

Mr. H. H. Wilson, Jr.
Procter & Gamble, Dept. AA-710
P.O. Box 599,
Cincinnati 1, Ohio

Please send me information on career opportunities in your Advertising Department and enclose an application form.

I received a _____ from _____ in _____
(degree) (school) (year)

NAME _____

ADDRESS _____

CITY _____ STATE _____

Reeves Book Unwittingly Paints Dim Portrait of Adman, Reviewer Asserts

NEW YORK, July 6—What may be the very last review of Rosser Reeves' book, "Reality in Advertising," published last April 17, has been written by Stephen White for the July issue of *Horizon* under the heading, "Would You Want Your Sister to Marry Rosser Reeves?"

Some excerpts:

• "The principal theme of the book is beyond reproof. It implies that anyone who has a dollar or two to spend in advertising, and who does not immediately turn it over to Mr. Reeves, is a thoroughgoing ass and will get what he deserves. Mr. Reeves develops this theme for 154 pages and from time to time gets pretty worked up about it. But this does not seem to be an unreasonable position for Mr. Reeves to maintain, for diffidence does not make a man chairman of the board."

• "What Mr. Reeves has managed to create is an image of advertising, and of the men who people it, that is warranted to make any right-thinking man lock his sister in the nearest closet. And Mr. Reeves is totally unaware of this, which makes it all the more engaging. He clearly considers the advertising man to be a composite of Albert Schweitzer, David Ricardo and Sir Isaac Newton, but with only the best features of each."

• "All I ask from Mr. Reeves and his fellows is a little humility. It needn't be much. When they chuckle over the success of a cigaret campaign, let them merely entertain for a moment or two the possibility that they may have helped shorten the lives of a great many people, and that doctors who worry about the link between cigarets and cancer may conceivably be right. When they write dentifrice ads, and promise miracles out of a compound of soap, air, and flavoring matter, let them wonder briefly how many people will buy the toothpaste instead of seeing a dentist. They would be very nice people if they could only get it out of their heads that a 'successful' advertising campaign is a contribution to art, science and human welfare."

■ Mr. Reeves, chairman of Ted Bates & Co., New York, "did not set out to write a book," according to Mr. White; "he simply scribbled down a few ideas and rubbed them on the cat to see if she would lick them off.

"Much to his delight," added Mr. White, "he was immediately beset by associates who insisted that to withhold this magnum opus from the general public would be a major crime, like jaywalking."

Mr. White's review title stemmed from a series of three articles in ADVERTISING AGE which carried a "Profile of the Advertising Man" (AA; March 27). The profile indicated that only 4% of an adman's home-town neighbors "looked kindly upon the notion of having an adman for a brother-in-law." #

COLLEGE QUEENS—*H. W. Grathwohl, ad vp of Noxzema, and Norbert A. Witt, Noxzema's exec vp, discuss the company's Cover Girl makeup with six of the 12 finalists in the National College Queen Pageant. One of the pageant events was a Cover Girl Beauty Forum. Winner of both the forum and pageant was Pat Weaver, of Wilson College, pictured here with Gayle Harmon, University of Southern California; Patti Lee Bledsoe, University of Oklahoma; Bonnie Jean Schafer, University of Cincinnati; Kathryn Kormondy, University of Bridgeport; and Katie Anne Brown, University of Missouri.*

Custom-Made Supplements Lure Advertisers as 'Blockbuster' Ads for Special Problems

NEW YORK, July 6—One medium that might bear watching is the custom-made newspaper supplement, now little more than a year old.

The first one, placed by Campbell-Mithun for Pillsbury, was an eight-page, four-color preprint that featured baking ideas from Pillsbury's "Grand National Bake-off" contests. The supplement appeared in January, 1960, and got a distribution of 15,000,000 in 52 newspapers.

So far, more than $4,000,000 has been invested in custom-made supplements by advertisers like American Cyanamid, Chrysler, Delta Airlines, Ford, General Electric, Lorillard, Morton Salt, Standard Oil (New Jersey), Land O'Lakes, R. T. French, Union Carbide and Value Line Investment.

For their money, these advertisers got a total of 140,000,000 copies in 60 newspapers.

■ The package price to advertisers comes to about $300,000 for a four-color, eight-pager in 60 newspapers with 10,000,000 circulation —about $3.75 a page. A 16-page section in 20 newspapers with 5,000,000 circulation runs about $480,000, or $3 a page.

These figures come from John W. McPherrin, consultant to Publication Corp., whose Alco-Gravure division has printed a number of special inserts. Others in the field include Cuneo Press and Standard Gravure.

Newspapers appear to be pretty willing to carry the tailored sections. A poll by the American Assn. of Newspaper Representatives, along with the Bureau of Advertising, ANPA, showed that 519 of 591 responding approved them. Among Sunday editions, 183 out of 310 answered that they'd like to have the inserts.

■ In the meantime, newspapers have tried to work out "stuffing" charges acceptable to advertisers. They have been encouraged to figure these costs just as though they were doing the printing themselves—and not relate charges to ad line rates. By the end of 1960, some 60 newspapers had come up with stuffing costs ranging from $7 to $28 per 1,000 for an eight-pager.

Supplement sizes from eight to 32 pages are recommended, although the *New York Times* has a 16-page minimum. Production-wise, the forms work out so that all or half the pages may be four-color.

■ From a preparation standpoint, the editorial side is new to most agencies. But its importance was hammered home by Mr. McPherrin, who warned: "If public service or editorial purpose is lacking—even though it may seem to be an all-ad medium you're working with—your supplement will be less effective." He gave Pillsbury's tear-out, "save-section" recipes as a public service example, then said a 75%-advertising-to-25%-editorial ratio is about right for a tailor-made.

Another popular way to treat supplements has been from the corporate angle. Some agencies have embellished their product pitches for clients with heavy research copy, photos of plant laboratories and company histories. The result is a fairly definitive profile of the organization and what it makes.

■ The idea has been to give readers material that closely resembles, in quality, the colorgravure section he's used to getting.

Just how much extra preparation and legwork an agency is willing to do, to turn out a custom supplement, seems to be a topic for discussion right now. Mr. McPherrin, for one, foresees the day when a specialized publishing enterprise will offer agencies a complete package deal—including 15% commission—covering:

1. Editorial costs of time and materials.
2. Production costs of printing and shipping to newspapers.
3. Newspaper distribution costs (stuffing is one).
4. Management overhead.

Of these, printing and delivery figure out to something like 40% of the total. Also, negotiations with individual newspapers (the advertiser selects his own cities) would be carried on by the publishing company.

■ Postal regulations appear to pose no problem, at this time, for custom-mades. When the Pillsbury section was first submitted to postal authorities in June, 1959, it was declared unacceptable as second class mail. But a Dec. 15, 1959, ruling cleared the way.

Proponents of tailored sections make no bones about diverting ad revenues from other media. "They can and should be compared with tv spectaculars or multiple pages in magazines," Mr. McPherrin said.

"The supplements are no substitute for consistent advertising. They're not a panacea. They are 'blockbusters' to meet special problems in selected markets. Their purpose is to create new volume that otherwise would not get into newspapers.

"They do not serve the same ad purpose as regular r.o.p. or any regularly-issued periodical that offers any size space units as wanted. Thus far," Mr. McPherrin continued, "the fear of costly, unknown problems has persuaded some agencies not to recommend custom-made supplements. They've felt safer recommending multiple pages in a big national magazine or a tv spectacular."

The next user, he said, probably would be an auto maker now being lined up to show off its 1962 models. #

Rainier Runs Aluminum Ad

The first printed aluminum foil ad ever to run in a western states newspaper ran June 28 in the *Seattle Post-Intelligencer*. Sicks' Rainier Brewing Co. ran the ad for its Rainier beer's new six-can "cold pack," a foil carton that keeps beer cold for hours. Doyle Dane Bernbach Inc., Seattle, is the agency.

Cowan to Pepsi Bottler

Richard Cowan, formerly with Vendorlator Mfg. Co., Fresno, has joined Pepsi-Cola Bottling Co., Los Angeles, as vp of marketing, a new post. Mr. Cowan will direct sales, marketing, advertising and promotional activities of the local bottler, which puts out Bireley's flavor drinks and Hires root beer in addition to Pepsi.

NEW APPROACH TO SELLING SPACE!
Young pro with 10 yrs. in adv. admin. creating and "selling" copy & promotion programs to top mgt. seeks switch to space sales . . . have discovered many little known keys to winning mgt. Convinced can be profitable to your publication—best offer accepted at once
Box 810, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Our 50th Year
MARKETING MGR.—Mail order catalog exp. necessary $15,000
FASHION COPYWRITER—Includes some production duties 6,500
TRAFFIC ASST.—Radio TV-splendid oppty.—4A agency 5,200
MANY MORE—MAIL RESUME
GLADER CORPORATION
110 S. Dearborn St., CHICAGO, Ill.
Phone: CEntral 6-5353

JINGLES
Yes, I will write a jingle
To make your prospects tingle
And beat a path directly to your door.
To magnetize their money
And make your sky right sunny
By moving inventory off your floor.
Just brief me on the story
Of your claim to fame and glory,
I'll convert it into rhythm and to rhyme.
There will be no formal billing.
As I'm sure you will be willing
To reward me for my talent and my time.
"Emerald Ed" Brady
7533 - 9th Ave. N, St. Petersburg, Fla.

IS IT TIME TO CONVERT YOUR BUSINESS PUBLICATION TO THE OFFSET LITHOGRAPHIC PROCESS?
If your trade publication needs to "dress up," investigate the conversion ease and design flexibility of lithography. The publisher of the quality award-winning GRAPHIC ARTS BUYER has facilities to handle one or two more class publications on high speed, economical, single and two-color offset equipment. For information write Dept. GAB, Duralith Corporation, 1025 Race St., Philadelphia 7, Penna.

Sales Representative
Illuminated Plastic Signs and Clocks. Chicago and New York office. Train under experienced and successful manager. Drawing account against commission. Prefer man with advertising sales experience. Contact:
Dualite Products, Inc., Cincinnati 27, Ohio; or New York office: 25 West 45th Street, N.Y.C.

WEST COAST SERVICE FOR EASTERN AGENCY
Well established completely staffed 4A agency—offices San Francisco and Hollywood seeks opportunity to be of service on West Coast to Eastern Agency of integrity and talent.
John Orr Young, Managing Consultant
80 Park Ave., New York 16.

COPYWRITING
IS MY BUSINESS
• *Prompt*
• *Powerful*
• *Professional*
HOLDEN AV 2-3367 Chicago

BIRCH *Personnel Service, Inc.*
The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

PUTTING OUR MAGAZINE EXPERTS ON YOUR STAFF—BUT NOT ON YOUR PAYROLL—GIVES YOU TOP MEN FOR A TOKEN FEE!
Association of Publishers Representatives
310 East 49th St.
New York 17, N.Y.
90 members
APR

FREE:
SAMPLE DISTRIBUTION
Introducing a new product in the Chicago area? We will distribute—without charge—up to 100,000 samples or other worthwhile items per week. We can hand them individually to employed workers, men and women, representing a weekly buying power of $9 million. (We know—we cash their pay checks.) Our reward is the good will we create. Send details including nature, size and weight of item you want distributed to
Mel Thillens
Thillens Checashers
2351 W. Devon Ave. Chicago 45, Ill.

Goodrich to Establish Tire Centers in 8 Department Stores

B. F. Goodrich Co., Akron, has established three tire, battery and accessory centers in department stores in Sarasota and St. Petersburg, Fla., and St. Paul, and will establish five more centers this year in St. Louis (two), Minneapolis, Wilmington and Jamaica, N. Y. Goodrich is leasing the tire centers from the department stores and will use the stores' credit and merchandising facilities. The tires will be sold on a "one-price" basis and the centers will not sell truck tires, used tires, retreads or "change-overs."

New Memphis Agency Bows

A new Memphis agency, Draper/Munson/Swearingen Inc., has been founded with headquarters at 416 Hickman Bldg. James L. Draper and David H. Swearingen have acquired equal interests with Fred F. Munson in Fred Munson Advertising Agency, which Mr. Munson started last fall, and the name of the agency has now been changed. Mr. Draper and Mr. Swearingen formerly were with Archer & Woodbury, Memphis, as account executives.

Randol Joins Hicks & Greist

Frank J. Randol, formerly assistant director of Leather Industries of America and director of the Sole Leather Bureau, has joined Hicks & Greist, New York, as an account executive on the Endicott-Johnson Corp. account.

ПЕРВЫЙ*

In any language, The Cedar Rapids Gazette is Iowa's 1st newspaper in total advertising linage and provides 95% coverage of Iowa's 2nd largest market.

Represented by Allen-Klapp Co.

ПЕРВЫЙ means First in Russian

Network Radio's Top Advertisers*

Based on Four Weeks Ending May 7, 1961

Copyright by A. C. Nielsen Co.

Home Broadcasts

Rank	Advertiser	No. of B'dcsts	Total Home B'dcsts Delivered (000)
1	Liggett & Myers Tobacco (MBS, NBC)	352	163,792
2	Chevrolet-General Motors (CBS, NBC)	219	129,664
3	Standard Brands Inc. (CBS, MBS, NBC)	239	124,080
4	R. J. Reynolds Tobacco (4 Nets)	261	111,778
5	Pharmaco Inc. (ABC, CBS, MBS)	255	109,741
6	Mennen Co. (4 Nets)	245	100,885
7	Minnesota Mining & Mfg. (MBS)	215	100,837
8	CBS Electronics—CBS Inc. (CBS)	157	72,502
9	Metropolitan Life Insurance (NBC)	125	72,493
10	Hudson Vitamin Products (MBS)	188	66,515
11	Ex-Lax Inc. (4 Nets)	175	61,272
12	Midas Inc. (ABC, CBS, NBC)	111	49,154
13	Sylvania Electric Products (ABC, CBS, NBC)	73	40,798
14	Studebaker-Packard Corp. (ABC)	108	37,935
15	Automotive-American Motors (NBC)	80	36,006
16	Int'l Minerals & Chemicals Corp. (CBS)	90	34,028
17	Mogen David Wine Corp. (NBC)	66	32,251
18	General Mills Inc. (CBS, NBC)	66	30,812
19	I. J. Grass Noodle Co. (NBC)	41	23,736
20	Sinclair Refining Co. (MBS, NBC)	73	23,397

Commercial Minutes

Rank	Advertiser	No. Comm'l Min. Aired	Total Comm'l Min. Del'd (000)
1	Liggett & Myers Tobacco (MBS, NBC)	270	116,757
2	Chevrolet-General Motors (CBS, NBC)	200	114,124
3	Standard Brands Inc. (CBS, MBS, NBC)	188	90,435
4	Mennen Co. (4 Nets)	190	80,346
5	Pharmaco Inc. (ABC, CBS, MBS)	193	77,797
6	CBS Electronics—CBS Inc. (CBS)	141	58,885
7	Metropolitan Life Insurance (NBC)	105	57,943
8	R. J. Reynolds Tobacco (4 Nets)	148	57,742
9	Minnesota Mining & Mfg. (MBS)	129	56,189
10	Hudson Vitamin Products (MBS)	129	40,866
11	Sylvania Electric Products (ABC, CBS, NBC)	66	36,158
12	Midas Inc. (ABC, CBS, NBC)	84	35,299
13	Ex-Lax Inc. (4 Nets)	96	33,444
14	Studebaker-Packard Corp. (ABC)	82	27,242
15	General Mills Inc. (CBS, NBC)	55	25,574
16	Automotive-American Motors (NBC)	60	25,453
17	Int'l Minerals & Chemicals Corp. (CBS)	67	23,750
18	Sterling Drug Inc. (MBS)	53	23,551
19	Mogen David Wine Corp. (NBC)	50	22,982
20	I. J. Grass Noodle Co. (NBC)	38	21,630

*Ranked by total home broadcasts delivered and by total commercial minutes delivered for individual advertisers by all programs and participation on all radio networks used.

Richardson Names Brown

Brown, Mitchell & Wright, Vancouver, has been appointed to handle advertising for A. D. Richardson Co., Canadian distributor of specialty foods.

Outboard Magazines Adds Four

Four former New York advertising and publishing executives have joined Outboard Magazines Inc., Jacksonville, Fla., publisher of *Outboard* and *Boating Progress*. They include Jack Seville, editor and publisher, who previously was managing editor of *Sports Afield*; Irving Silverman, formerly business manager of Esquire Inc., who will direct circulation activities; and Henry Legler, previously with Warwick & Legler, who will serve in the creative development of projects for the Florida publishing company. Earlier this year, Paul Jones, a former corporate advertising director of the *New York Herald Tribune*, was named president and advertising director.

Reuter Heads ABP Sales Group

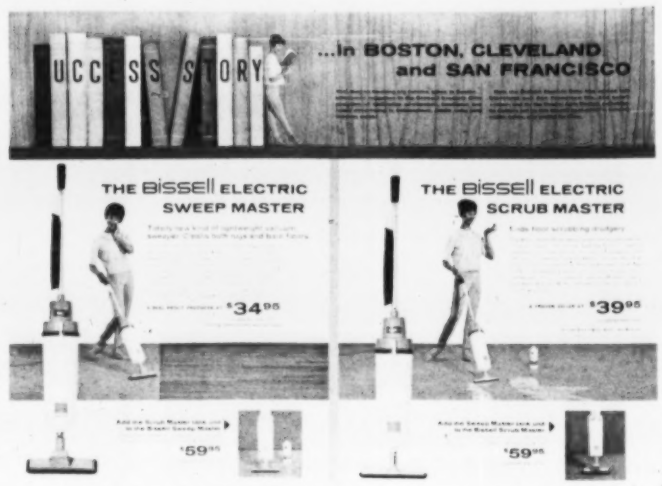
Maynard L. Reuter, vp, Billboard Publishing Co., has been named chairman of Associated Business Publications' sales development committee. The committee's budget for 1961-'62 fiscal year is $121,000. Van Brunt & Co., New York, is the agency.

Richard & Gunther Reorganizes

Richard & Gunther, New York, 15-year-old industrial advertising agency, has been dissolved and reorganized as Packer Advertising Corp., New York. Archie Packer, president of Richard & Gunther, is president of the new agency.

Douglas Turner Moves

Douglas Turner Inc., Newark, has moved to new offices in the Raymond Commerce Bldg.



EIN BISSELL AD—*This is the center spread of a four-page color insert Bissell Inc., Grand Rapids, Mich., will run in the July 10 issue of Home Furnishings Daily for its electrics line, along with another eight-page insert for the remainder of its line. July 10 is the opening date of the Summer Housewares Show in Chicago. Clinton E. Frank Inc., Chicago, is the agency.*

Kanzler to Kent & Hollaender

Bart Kanzler, formerly assistant to the advertising director of an Arizona bank, has joined the creative staff of Kent & Hollaender Advertising, Phoenix. The agency has also promoted Scotte Forrest to production supervisor.

Advertisers in This Issue

The following list of advertisers in this issue is published solely as a convenience. While every effort is made to maintain accuracy and completeness, last minute changes may occasionally result in unavoidable omissions or errors.

Advertising Age 63, 74-75
Advertising Checking Bureau 62
Advertising Council 42
Anchorage Daily Times 14
Allied Associates 48
American Airlines 97
American Broadcasting Co. 60-61
American Telephone & Telegraph Co. 46
America's Textile Reporter 54
Atlantic City Press 77
Aviation Week 24-25
N. W. Ayer 47

R. H. Bacon 22
Baltimore Sun 9
Bell & Hefter 42
Better Farming Methods 58
Boston Globe 109
Boston Herald Traveler 15
Buffalo Courier Express 40
Bundscho Typographers 15
Bureau of National Affairs 62
Business Week 81

Cahners Publishing Co. 82-83
Catholic School Journal 40
Cedar Rapids Gazette 112
Century Electrotype Co. 56
Chicago Sun-Times and Daily News 53
Cincinnati Enquirer 58
Cleveland Plain Dealer 28
Collins, Miller & Hutchings 59
Columbia Broadcasting System 16-17
Consolidated Water Power & Paper Co. 41

Des Moines Register and Tribune 73
Duhamel Stations 64

Eastman Kodak 13
El Paso Broadcasters 52
Eugene Register Guard 66

Family Weekly 44-45
Flower & Garden Group 29
Fort Worth Star-Telegram 30

Good Housekeeping 87
Greensboro News-Record 4
Guide to Home Planning Literature 79

Hardware Age 78
House & Home 20-21
Houston Chronicle 43
Houston Post 89
Hutchings & Melville 30

Illinois State Journal and Register 107
Indianapolis Star and News 54
Institute of Radio Engineers 26
Iron Age 95

KSLA 23
KTVI 6

Ladies' Home Journal 7
Lake Shore Drive Hotel 104
Look 101
Los Angeles Herald Express 34
Lubbock Avalanche-Journal 62

Machine Design 39
McClatchy Newspapers 31
McGraw Hill Publishing Co. 66-67
MGT Tobacco Co. 32
Miami Herald 55
Municipal Group 50

National Geographic 27
Nation's Schools 38
New London Day 114
New Yorker 57
New York Journal American 104
New York Times 11
A. C. Nielsen Co. 32

Opportunity 76
Outdoor Advertising Inc. 35

Parents' 66
Philadelphia Bulletin 8
Philadelphia Inquirer 19
Portland Press Herald 114
Progressive Farmer 93
Providence Journal-Bulletin 4
Public Radio Corp. 103

Redbook 84
Rotarian 22-23

St. Anthony Messenger 78
St. Paul Dispatch-Pioneer Press 80
San Francisco Chronicle 116
Scranton Times 112
Show Business Illustrated 36-37
Sioux City Journal 46
Storer Broadcasting Co. 65
Summit Hotel 102

This Week 5
Toledo Blade and Times 49
Tulsa World 26
TV Guide 115
Typecrafters 34

Wall Street Journal 71
Washington Star 69
WAVE 80
WCBS 33
WCCO 76-77
Western Horseman 28
Western Union Telegraph Co. 99
WFMY 56
WGN 50-51
Wilding Picture Productions 104
Wirtz, Haynie & Ehrat 48
WJRT 14
WSB-TV 48

Young & Rubicam, Inc. 91

Magazine Ad Revenue and Pages, First Half of 1961

Source: Publishers Information Bureau

	Pages 1961	Pages 1960	Per Cent Change	Revenue 1961	Revenue 1960	Per Cent Change
WEEKLIES AND BI-WEEKLIES						
Cue	431.40	446.49	— 3%	$ 793,321	$ 830,045	— 4%
Grit	121.96	124.11	— 2	497,000	508,468	— 2
Life	1,593.83	1,758.44	— 9	69,429,332	70,483,653	— 2
Look	756.35	787.08	— 4	29,300,190	27,802,101	+ 5
New Yorker	2,341.89	2,561.63	— 9	9,252,286	9,443,134	— 2
Newsweek	1,289.12	1,513.99	—15	13,229,582	14,126,651	— 6
Presbyterian Life	79.65	80.05	— 1	313,299	275,703	+14
Reporter	277.90	211.45	+31	230,088	151,409	+52
Sat. Evening Post	1,091.26	1,536.03	—29	45,017,702	56,209,968	—20
Saturday Review	538.43	578.63	— 7	994,545	972,336	+ 2
Sports Illustrated	940.61	982.40	— 4	7,733,346	7,315,857	+ 6
TV Guide	472.11	329.26	+43	8,500,483	5,664,024	+50
Time	1,329.01	1,587.18	—16	24,970,467	27,036,786	— 8
U.S. News & World Report	1,233.26	1,504.12	—18	9,967,656	11,316,235	—12
Total	12,496.78	14,000.86	—11	220,229,297	232,136,370	— 5
MONTHLIES						
American Legion	87.70	88.27	— 1	642,984	650,675	— 1
Argosy	123.69	118.44	+ 4	740,099	834,193	—11
Atlantic	256.98	261.35	— 2	604,416	562,856	+ 7
Coronet	249.01	314.19	—21	1,924,793	2,281,245	—16
Cosmopolitan	164.02	144.21	+14	653,672	573,074	+14
Ebony	394.95	459.72	—14	1,625,499	1,424,878	+14
Elks Magazine	78.75	80.67	— 2	270,996	276,294	— 2
Esquire	401.62	458.66	—12	3,339,416	3,635,884	— 8
Gourmet	161.87	173.75	— 7	327,346	335,046	— 2
Harper's Magazine	248.54	245.73	+ 1	535,538	481,683	+11
Holiday	594.47	694.87	—14	5,592,050	6,096,352	— 8
National Geographic	272.15	323.50	—16	3,226,958	3,415,845	— 6
Playboy	207.65	142.63	+45	1,567,934	916,397	+71
Reader's Digest	492.36	453.44	+ 9	20,118,637	17,619,777	+14
Redbook	258.18	231.81	+11	3,722,063	2,817,070	+32
Saga	86.89	93.88	— 7	110,481	113,895	— 3
Sport	90.53	96.42	— 6	191,124	190,638	0
Together	64.07	51.59	+24	185,770	155,033	+20
Town & Country	394.49	438.04	—10	862,384	837,989	+ 3
True	209.48	182.08	+15	2,486,628	2,075,378	+20
Total	4,837.40	5,053.25	— 4	48,728,788	45,294,202	+ 8
WOMEN'S						
Bride's Magazine	363.45	385.34	— 6	969,560	990,689	— 2
Family Circle	273.08	301.86	—10	6,528,024	6,807,423	— 4
Good Housekeeping	491.82	560.18	—12	10,479,005	11,115,589	— 6
Ladies' Home Journal	403.11	482.04	—16	13,711,116	14,238,235	— 4
McCall's	542.28	533.42	+ 2	18,476,720	14,339,578	+29
Modern Bride	305.11	301.97	+ 1	620,670	565,373	+10
Parents' Magazine	354.10	402.69	—12	3,875,711	4,245,123	— 9
Seventeen	644.85	675.39	— 5	3,469,085	3,263,690	+ 6
Woman's Day	233.02	249.54	— 7	4,986,269	5,094,759	— 2
Total	3,610.82	3,892.43	— 7	63,116,160	60,660,459	+ 4
HOME						
American Home	236.98	256.31	— 8	4,323,973	4,614,731	— 6
Better Homes & Gardens	398.36	559.24	—29	11,770,963	15,306,575	—23
Flower Grower	303.28	357.70	—15	697,066	782,424	—11
House Beautiful	479.08	588.28	—19	3,099,071	3,640,030	—15
House & Garden	428.17	481.82	—11	2,526,260	2,516,696	0
Living	290.08	405.85	—29	1,619,563	2,237,655	—28
Sunset Magazine	786.18	874.33	—10	3,442,426	3,839,451	—10
Total	2,922.13	3,523.53	—17	27,479,322	32,937,562	—17
FASHION						
Glamour-Charm	552.61	557.68	— 1	3,217,036	3,030,983	+ 6
Harper's Bazaar	531.70	526.55	+ 1	2,720,147	2,486,087	+ 9
Mademoiselle	489.97	461.42	+ 6	2,158,194	1,862,644	+16
Vogue	698.58	852.03	—18	3,672,202	4,231,260	—13
Total	2,272.86	2,397.68	— 5	11,767,579	11,610,974	+ 1
MOVIE-ROMANCE-RADIO						
Dell Modern Group	52.66	62.57	—16	475,657	556,383	—15
*Modern Romances	62.32	93.78	—34	230,304	355,093	—35
Modern Romances	114.98	156.35	—27	420,566	577,646	—27
*Modern Screen	22.47	34.01	—34	86,771	148,117	—41
Modern Screen	75.13	96.58	—22	300,818	398,490	—25
*Screen Stories	10.43	19.42	—46%	$ 12,638	$ 24,655	—49%
Screen Stories	63.09	81.99	—23	83,986	108,114	—22
Fawcett Women's Group	52.82	62.98	—16	382,799	429,185	—11
*Motion Picture	13.09	20.77	—37	47,203	65,297	—28
Motion Picture	66.73	83.75	—20	225,592	239,116	— 5
*True Confessions	53.07	78.14	—32	203,291	311,312	—35
True Confessions	106.96	141.10	—24	407,701	566,678	—28
True Story Women's Group	40.87	54.16	—25	721,419	989,675	—27
*Photoplay	59.66	88.20	—32	305,302	419,784	—27
Photoplay	100.53	142.36	—29	492,869	631,576	—22
*TV Radio Mirror	5.31	11.32	—53	10,675	24,662	—57
TV Radio Mirror	46.18	65.48	—30	97,246	157,278	—38
*True Experience	16.31	28.09	—42	15,804	25,331	—38
True Experience	57.18	82.25	—31	59,090	78,773	—25
*True Love	15.73	27.98	—44	15,247	25,201	—40
True Love	56.60	82.14	—31	58,533	78,643	—26
*True Romance	17.74	27.04	—34	17,052	38,390	—56
True Romance	58.61	81.20	—28	60,338	135,378	—55
*True Story	206.39	258.47	—20	1,838,294	2,550,315	—28
True Story	247.26	312.63	—21	2,155,717	2,991,711	—28
Total	628.87	866.93	—28	4,362,456	5,963,400	—27
Dell Total Revenue				805,370	1,084,248	—26
Fawcett Total Revenue				633,293	805,794	—21
Macfadden Total Revenue				2,923,793	4,073,358	—28
*Non-group pages and dollars carried by individual magazines.						
BUSINESS						
Business Week	2,009.14	2,507.13	—20	9,873,477	10,892,649	— 9
Dun's Review	434.67	517.61	—16	779,364	912,771	—15
Forbes	354.10	374.10	— 5	1,123,960	1,178,797	— 5
Fortune	926.71	1,130.35	—18	5,457,435	6,098,551	—11
Harvard Business Review	163.07	167.39	— 3	167,542	168,203	0
Nation's Business	289.47	354.25	—18	1,553,867	1,781,310	—13
Total	4,177.16	5,050.83	—17	18,955,645	21,032,281	—10
YOUTH						
American Girl	117.54	136.35	—14	341,851	362,051	— 6
Boys' Life	160.98	175.35	— 8	1,055,636	1,148,467	— 8
Scholastic Magazines	224.38	276.36	—19	1,236,347	1,424,254	—13
Total	502.90	588.06	—14	2,633,834	2,934,722	—10
OUTDOOR & SPORTS						
Field & Stream	402.72	439.20	— 8	1,801,646	1,862,468	— 3
Outdoor Life	414.93	427.58	— 3	1,633,344	1,676,640	— 3
Sports Afield	345.91	373.81	— 7	1,398,270	1,525,254	— 8
Total	1,163.56	1,240.59	— 6	4,833,260	5,064,362	— 5
MECHANICS & SCIENCE						
Mechanix Illustrated	375.01	421.35	—11	973,298	983,776	— 1
Popular Mechanics	595.12	677.66	—12	1,883,887	2,190,189	—14
Popular Science	542.52	603.80	—10	1,724,403	1,894,332	— 9
Total	1,512.65	1,702.81	—11	4,581,588	5,068,297	—10
FARM						
Farm Journal	452.36	490.46	— 8	6,280,054	6,573,167	— 4
Progressive Farmer	419.03	468.57	—11	3,334,782	3,738,814	—11
Successful Farming	427.25	491.00	—13	2,728,703	3,057,735	—11
Total	1,298.64	1,450.03	—10	12,343,539	13,369,716	— 8
General & Farm Magazine Total	35,423.77	29,767.00	—11	419,031,468	436,072,395	— 4
NEWSPAPER SECTIONS						
American Weekly	108.35	155.15	—30	3,609,892	5,861,340	—38
Family Weekly	237.35	228.77	+ 4	4,562,192	4,150.095	+10
First 3 Markets	197.35	245.40	—20	3,873,660	4,751,235	—19
N.Y. Times Magazine	1,690.28	1,750.43	— 3	6,786,592	6,690,809	+ 1
Parade	298.09	335.00	—11	10,799,680	12,082,659	—11
Suburbia Today	104.92	98.87	+ 6	747,259	506,502	+48
This Week	369.00	436.64	—16	19,012,415	21,079,197	—10
Newspaper Sections Total	3,005.34	3,250.26	— 8	49,391,690	55,121,837	—10
GRAND TOTAL	38,429.11	43,017.26	—11	468,745,214	491,194,232	— 5

Magazine Pages, Revenues Off in 1st Half of '61: PIB

(Continued from Page 1)

azine Advertising Bureau, showed all magazines with a total of 35,424 pages in the first half, as compared with 37,767 in 1960's opening six months. Revenues were at $419,031,468, as compared with $436,072,395 in the first half of 1960.

■ "Despite the drop-off from 1960 —the biggest year in magazine history—totals of magazine dollars in the first six months of this year still exceeded the total for the same period in all other years," said the MAB. The bureau reported that, three categories of magazines—fashion, monthlies and women's books—showed dollar increases.

MAB put newspaper sections' revenues at $49,391,690, a decline of 10% from the 1960 figure of $55,121,837. Pages in the supplements were down 11%, declining from 43,017 to 38,429. Biggest loser was *The American Weekly*, off 30% in pages and 38% in revenues. Top gainer was *Suburbia Today*, up 6% in pages and 48% in revenue. #

SME Plans New Monthly, 'Sales/Marketing Today'

Sales & Marketing Executives—International, New York (formerly National Sales Executives), will publish a successor to its ill-starred *Salesweek* next month. The new monthly will be titled "Sales/Marketing Today" and will be edited by Phillip S. Cooke, formerly editor of *Restaurant Equipment Dealer*. Robert A. Cooper, SME's director of public relations, will be publications director. Editorial policy will be directed by Peter E. Schruth, vp and ad director of *The Saturday Evening Post;* and Charles W. Zerweck, vp of Slater Food Service Management, Philadelphia.

Unlike *Salesweek*, which was published for the association by Vision, Inc. and which ends publication this month, "Sales/Marketing Today" will not carry advertising. Circulation will be the same; it will go to the 30,000 members of SME.

ABC Elects 3 New Directors

Three new directors have been elected to the board of the Audit Bureau of Circulations. They are Frank Geoghegan, business manager of the *Patriot-Ledger*, Quincy, Mass., who succeeds Richard C. Steele, *Telegram-Gazette*, Worcester, Mass.; L. W. McFetridge, circulation director of the *Tulsa World* and *Tribune*, who replaces the late E. Roy Hatton, *Detroit Free Press;* and David F. Beard, general director of advertising, Reynolds Metals Co., who succeeds Walter P. Lantz, Shulton Inc.

Ullman & Richard Form Agency

Victor Ullman and Jim Richard, former partners of Charles R. Baker in Burr Agency, have announced the formation of a new communications agency, Ullman, Richard & Associates, 222 Michigan St., Toledo. The company will handle industrial advertising, pr, publicity and promotion.

'Institutions' Boosts Two

Institutions Magazine, Chicago, has appointed Carl P. Barnett national sales manager. Mr. Barnett was formerly central manager, headquartering in Cleveland. James A. Perkins, of the Chicago sales staff, has been named to succeed Mr. Barnett as central manager in Cleveland.

Allis-Chalmers Names Parker

Charles W. Parker Jr., formerly director of sales promotion of the industries group, of Allis-Chalmers Mfg. Co., Milwaukee, has been promoted to the new post of general marketing manager, new products department of Allis-Chalmers.

Hamilton-Skotch Names Lapine

David S. Lapine, vp of Hampden Specialty Products Corp., a subsidiary of Hamilton-Skotch Corp., has been given the additional duties of sales advertising and pr vp of Hamilton-Skotch, manufacturer of picnic and outdoor products.

Ad Volume in Common Market Grows; Still Lags

(Continued from Page 3)

Market countries are still somewhat "underdeveloped."

The members of the Common Market are Germany, France, Italy, Belgium, Luxembourg and the Netherlands. Together they have a population greater than that of the U.S.

■ In West Germany, some $550,000,000 was spent on all forms of advertising last year, an increase of $75,000,000 over the previous year's spending.

Of this amount, about $300,000,000 was spent for advertising in newspapers and another $180,000,000 laid out for magazine advertising. The daily press accounted for 49% of the paid newspaper space.

Television advertising more than doubled, from the $14,200,000 spent in 1959 to $33,000,000 in 1960.

Only 1.5% of the total gross income for social products is being spent for advertising in West Germany, the association said. Even that shows an 11.3% rise over the previous year's outlay. But in view of the considerably greater spending for advertising in America, it is far too low in Germany, the experts state.

■ In America, the association said, an average of $62.60 is spent on advertising for every individual. Sweden ranks second, spending $27.20 per individual; England spends $21.60 per person. West Germany is a poor fourth place, spending $16.30 per person, followed by Belgium with $11.10, the Netherlands with $8.90 and Italy with a mere $2 per person.

Advertising in Germany is making great strides forward in technical publications and in aiding scientific developments, as well as in informing the population about new food and household achievements.

Generally in Germany, about 15.4% more was spent on advertising in 1960 than the year before, but the net income from social products also showed a great increase. There's plenty of room for more and better advertising in West Germany and the Common Market lands, according to the general consensus.

■ Dr. H. Jonas, director of the central association, protested against a proposed German advertising tax. He said that either it would serve to reduce the advertising budgets which are necessary to introducing and popularizing products, or it would ultimately be passed on to the buyers in the form of higher prices.

BUSINESS MAGAZINE SPACE SALES

Need hard-working man to build an established Midwest territory. Must now be resident Chicago, own modern car, have good health and proven sales ability; be determined, skillful, cooperative and produce sales results in diversified competitive market. Salary, commission, expenses, profit-sharing, all benefits, permanence. Want College deg. Service exp., age 28-35; superior intelligence, integrity, ability to speak, write. Travel about 40%. Write resume, references, requirements to J. M. Krom, Dun's Review, P.O. Box J, Chicago 90, Ill. Mail marked "Personal" treated in strict confidence. Interviews by invitation only.

#3 Metro Area In New England For HH Sales in Lumb.-Bldg.-Hdwr.

NEW LONDON-Groton-Norwich is 3rd-highest in household sales of Lumb.-Bldg.-Hdwr. among *all* New England Metro Areas! *

Over half the Metro Area population is in New London's ABC City Zone (90% covered by *The Day*) . . . with a "plus" in the 9 city Trading Area of 45,711!

* SM '61 Survey

The Day

NEW LONDON, CONNECTICUT

National Representatives:
JOHNSON, KENT, GAVIN & SINDING, INC.

GERMAN TV BILLING UP 62% IN 4 MONTHS

FRANKFURT, July 5—It's anticipated here that the 1961 volume of television commercials on West Germany's seven-channel network will reach over $50,000,000.

The first four months of the year showed a 62% increase in tv commercial income over the same period of last year.

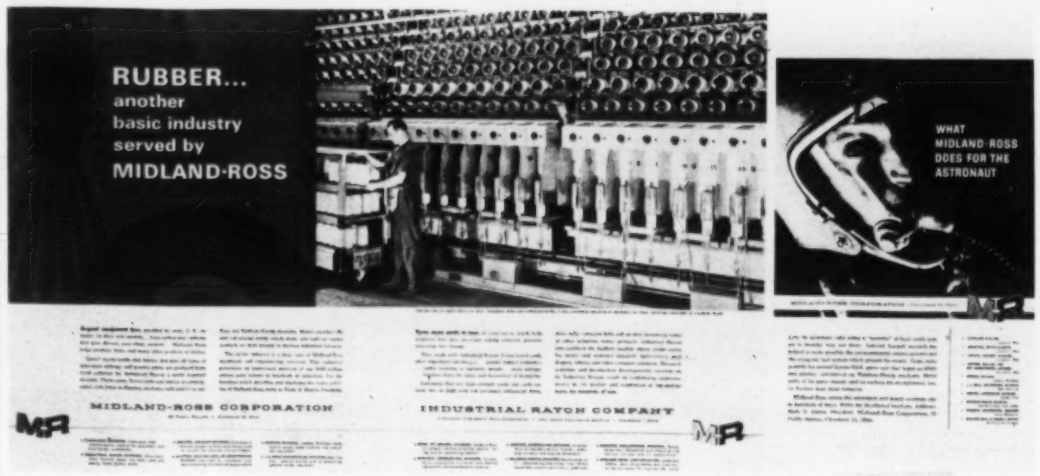
Highest income last year in West German television industry from Network No. 1 was in October, 1960, when the commercial billing totaled about $3,350,000. That month, of course, included the peak of the pre-Christmas advertising.

But January, 1961, surpassed last year's high, with a volume of $4,289,750, and in April a new record was reached: $4,946,000.

■ The Saarland's commercial television alone now accounts for an income of about $250,000 monthly, and the Saar reached a new total of 1,279 commercial spots in March 1961.

Since the second television network in West Germany just got started on June 1, 1961, it's expected that the commercial grosses will climb even higher. So far there are no commercials on the new net, but it's expected that eventually the spots will be extended to the second net as well.

Right now, the commercial time on Network No. 1 is entirely sold out for the year, even though some of the seven stations belonging to the net have extended their commercial time. Most of the spots, though, are still lumped for six or seven minutes at the beginning and at the end of a program slotted around 7:30 p.m. #



DUAL CAMPAIGN—*Midland-Ross Corp., Cleveland, has launched a new corporate campaign with a dual approach. The spread on the left is the first of a series which started in the July Fortune. The left-hand page tells the corporate story; the right-hand page is devoted to one division. The page ad on the right is the first of a series of two-color units starting in U. S. News & World Report in July concentrating on the corporate story. Meldrum & Fewsmith is the agency.*

Pittsburgh Adclub Elects

William M. Smith, vp and director of sales of Pittsburgh Outdoor Advertising Co., has been elected president of the Pittsburgh Advertising Club for the 1961-'62 term. Other new officers are William P. Raines, Koppers Co., vp, programs; Carleton Cummings, Herbick & Held, vp, special activities; Pat Taylor, The Animators, vp, women's activities; A.R. Teifeld, Copperweld Steel Co., vp, finance; and Polly Reilly Patterson, Bell Telephone Co. of Pennsylvania, vp and secretary.

Tricebock Opens Own Agency

Kenneth F. Tricebock, formerly general manager of Horace L. Gross Advertising Agency, Philadelphia, has opened Tricebock Advertising Agency, 6719 N. Broad St., Philadelphia, to specialize in building and real estate accounts. Robert J. Trasatti has been named art director and Barbara Dailey production manager of the agency. Both formerly were with Gross.

Chancellor Succeeds Garroway on 'Today'

NEW YORK, July 6—The future of $10,000,000 worth of NBC-TV billings rests on the broad shoulders of John Chancellor, veteran news man. On July 17 he takes over as permanent replacement for Dave Garroway on the "Today" show.

Mr. Garroway resigned from NBC's second highest grossing property—"Today" is outbilled only by Jack Paar's program—several weeks ago, after nearly ten years of early rising. Mr. Garroway has not indicated his future plans.

The current "Today" sponsor list includes nearly 20 companies. The magazine-plan program advertises a wide variety of wares and services, ranging from a Santa Claus letter writing promotion for banks to Washington potatoes to Florida real estate to organs and pianos. Throughout the year the telecast is about 75% sold, with most advertisers ordering the full lineup of 147 stations. About 60% of the sponsors come back for repeat runs, and some have been on the show for years.

■ Among the biggest backers are S&H Green Stamps (Sullivan, Stauffer, Colwell & Bayles), which carries a daily five-minute interview insert with Anita Colby, and Du Pont (BBDO and N. W. Ayer & Son), on the show throughout the year for a variety of products. Flexibility is one of the prime attractions of this telecast, on which sponsors can buy as little as a minute for about $5,500 on the basic minimum lineup.

When Mr. Chancellor becomes host of "Today," the show will switch back from a tape to a live schedule. There will, however, be taped segments for guests not given to early rising.

Frank Blair, longtime news man on the show, will remain, but Jack Lescoulie, its sports expert, decided he didn't want to go back to a live schedule. A female regular for the cast will be selected later.

■ Are advertisers worried about the prospects of "Today" without Dave Garroway? They aren't yet, judging from queries made this week by ADVERTISING AGE.

"It's a very good show," said Philip Cohen, vp of Sullivan, Stauffer. "It's the general opinion that John Chancellor did an excellent job on his tryout week for the host job." S&H Green Stamps renewed for a 19-20 week run since Mr. Garroway left the program.

BBDO has "Today" schedules running for Du Pont and Sheaffer Pen Co. Both advertisers, according to Herminio Traviesas, BBDO vp, have indicated that they are still interested in the program and have asked the agency to watch it carefully. "We think it's still a good buy, but with a change of faces, you've got to watch it," Mr. Traviesas said. He pointed out that Mr. Garroway had been exceptionally cooperative with advertisers.

Mr. Garroway personally handled some Du Pont commercials as he did those of other clients. Sometimes sales messages were presented by the show's girl of the week and sometimes by Mr. Lescoulie, and still other times by a specially selected male or female announcer.

■ Mr. Chancellor, who doesn't want to endanger his status as an NBC news man—he quit NBC's Moscow news bureau to take the higher paying five-a-week assignment with "Today"—will not be available for commercials. But Mr. Blair and the female regular member of the cast will be.

The latest sponsor records show these names on the "Today" books: Ben Mont papers (Woodard, Voss & Hevenor); Better Vision Institute (Doherty, Clifford, Steers & Shenfield); Devoe & Raynolds (Erwin Wasey, Ruthrauff & Ryan); Du Pont (BBDO and Ayer); Eaton Paper Co. (Chirurg & Cairns); Gibson Art Co. (Cye Landy Advertising); Gulf Guaranty Land & Title Co. (Paul Venze Associates); Jaymar-Ruby (Fladell, Harris & Breitner); Kayser Roth Corp. (Daniel & Charles); Polaroid (Doyle Dane Bernbach); Santa Claus letter writing program for savings banks (Postmark Advertising); Sheaffer Pen (BBDO); Smith-Corona (BBDO); Sperry Hutchinson (SSC&B); Washington State Potato Commission (Ben Sackheim); James O. Welch Co (Chirurg & Cairns); Electric Storage Battery Co. (Meldrum & Fewsmith); and Wurlitzer Co. (Clinton E. Frank Inc.). #

McQuaide to 'Post-Gazette'

James McQuaide, previously an advertising representative, has been named retail advertising manager of the *Pittsburgh Post-Gazette*. The post was created via the promotion, on May 1, of Angelo DiBernardo, who was named ad director to replace George Somarindyck, a vp, who retired (AA, April 24).

Hearst Reelects Hearst

Randolph A. Hearst has been reelected president of Hearst Consolidated Publications and elected president of Hearst Publishing Co. At the same time, Hearst Magazines has appointed Lorna Opatow, previously associate research director of *Good Housekeeping*, associate research director.

1 FIRST in the United States among cities under 150,000 population.

6 SIXTH in the United States among ideal testing cities regardless of population.

2 SECOND of all testing cities in New England regardless of size.

source Sales Management

PORTLAND, MAINE

the testingest market in the country

PORTLAND PRESS HERALD • EVENING EXPRESS • SUNDAY TELEGRAM

94% coverage of ABC retail zone — 100% coverage of city zone — represented by Julius Mathews Special Agency

"Success is a good criterion—and it's pretty hard to beat a magazine that's up 51%* in ad revenue."

One sign of a healthy magazine is the way advertising gains follow circulation gains. TV GUIDE, bucking an industry-wide trend, is vitally sound on both counts. More and more advertisers agree with the public preference for television in print.

*PIB, first 6 months, 1961 (*no* rate increase)

TV GUIDE

The San Francisco Chronicle

is proud to announce
its association with

THE TIMES OF LONDON

and the

MANCHESTER GUARDIAN

in the publication of
the news services of
these two distinguished
newspapers exclusively
in Western America